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🇨🇭 Swiss citizen

Selected soft skills

- Positioning & Messaging
- Go-to-Market Strategy
- B2B SaaS Marketing
- Competitive & Market Intelligence
- Cross-Functional Collaboration
- AI-Native

Software & Languages

- Microsoft Office – Expert
- AI tools – Expert
- Python – Good
- English – C2
- Swiss German – B2

References

Roberto Rocha
Managing Director, Smedy
rocha@semedy.com

Arthur O'Neill
Head of Invention, WPP Media
arthur.oneill@wppmedia.com

Courtney Chadwick
Global Strategy Partner, WPP Media
courtney.chadwick@wppmedia.com

Hobbies

- Jiu jitsu & powerlifting
- Digital culture
- Photography
- Python projects

ALINE ARONSKY

Product Marketing Strategist – B2B SaaS, AI & Enterprise Technology

Marketing professional specialising in B2B SaaS products, emerging technology and AI. Currently leading end-to-end GTM strategy at a healthtech startup, translating complex technical concepts into compelling positioning and messaging that drives adoption. Previously spent five years at a global media agency managing multi-market campaigns across 30+ countries. Strategic thinker who builds category-defining brands through clear storytelling, positioning, and go-to-market execution.

Professional Experience

- **Marketing & Product Manager | Smedy** **Zurich, CH**
January 2025 – present
 - Leading end-to-end GTM as a team of one, including market research, product positioning, messaging architecture, brand storytelling, and launch strategy for an AI-driven SaaS product
 - Conducted customer research and translated insights into MVP positioning, value propositions, and messaging that resonates with non-technical buyers
 - Translated complex data interoperability concepts into clear value propositions for non-technical buyers
 - Built positioning framework, messaging architecture, brand narrative, launch assets, and early adopter outreach to establish market presence
- **Media Innovation Director | Mindshare, Unilever Account** **London, UK**
December 2023 – November 2024
 - Defined and ran Unilever's media innovation agenda, identifying emerging technology opportunities and translating them into actionable brand strategies.
 - Built internal tools to operationalise our agenda including an AI-powered search engine to assess commercial applicability across markets, and a benchmarking tool to evaluate media partners on innovation, DEI, data, and privacy criteria.
 - Global liaison to platform partners such as Meta, TikTok, YouTube, and Twitch.
 - Produced quarterly newsletters and bespoke workshops on cultural trends, emerging channels, and pilot rollouts for senior Unilever stakeholders.
 - Consulted as innovation expert on new business pitches across agency portfolio.
- **Media Strategist | Mindshare, Unilever Account** **London, UK**
March 2020 – November 2024
Media Strategy Manager
 - Led and executed global media strategy for Unilever's Personal Care category.
 - Performed strategic and operational reviews of media activity across markets and channels to optimize spend and increase brand health and ROI.
 - Developed and presented strategy briefs, best practice guides, and campaign playbooks to local agency teams across 30+ countries.**Media Strategy Intern**
 - Consulted on global media innovation strategy for Unilever brands such as Cornetto, Lipton, & Tresemme.
- **Creative Strategist | Hanway Associates** **London, UK**
April 2018 – March 2020
 - Advised medical cannabis and wellness startups on market entry, creative positioning, and communication strategy in a rapidly evolving regulated sector.

Education

2019 – MA Documentary Photography & Photojournalism, 2nd Class Honors
London College of Communications, University of the Arts London [#2 world ranking]

2018 – BSc Anthropology, 2nd Class Honors
University College London [#4 world ranking]

Certificates

2022 – IAA PAC Graduate (Residential media leadership program, Oxford University)

2021 – Foundation Certificate, IPA (Global industry standard advertising qualification)