JASMINE CIROVIC

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COMMUNICATIONS & PR | AI & DIGITAL INNOVATION | 9 LANGUAGES

Communications and brand professional who started in music and IT and now helps brands put the latest technologies to work. I build content and marketing automations with Claude Code so a team can publish more, faster and more consistently, without losing the brand's voice.

PROFESSIONAL EXPERIENCE

Independent Consulting – Lugano, Switzerland *September 2015 – Present*

Independent Communications Director

Ventures and client engagements run end to end — brand, content, communications, systems and business decisions — with full accountability for results.

medicinacinese.ch — 3 hours/day on LinkedIn, B2C & B2B
jascotee.com — 2 hours/day, B2C
hodlmag.org — HODL Magazine, architecture, interior design and housing

- Worked in PR at Pastelle Music PR, an agency working worldwide: pitched clients directly to press, outlets and journalist contacts and managed media relationships end to end.
- Own positioning and messaging for each brand — value proposition, pillars, proof points and audience-specific narratives — and keep it consistent across websites, social channels, campaigns and partner conversations.
- Run ongoing competitive intelligence — benchmarking positioning, messaging, offers and AI-search visibility against direct competitors — and turn it into sharper content and proof points.
- Produce multilingual content and campaigns across LinkedIn, Instagram, Facebook and the web, and run paid campaigns on Facebook and LinkedIn myself.
- Built medicinacinese.ch into the #1 AI-cited brand of 90 in its category (67% citation share) and grew LinkedIn to 2,253 followers (+122% YoY) and Instagram to 12.8k followers.

AI automation and app building (with Claude Code)

- Build content and marketing automations that let a small team publish more, faster and more consistently, with clear test steps before go-live.
- Designed and shipped an outreach automation that imports contact lists into Google Sheets and runs a personalised 3-step email sequence, measured by replies and booked meetings; released through versioned builds with a test mode before go-live.
- Automated social publishing: a pasted list of posts becomes a same-day, multi-platform schedule, with images generated automatically as a fallback.
- Built a weekly reporting flow that pulls social media results through an API into two Google Sheets, replacing manual tracking with automatic week-over-week analysis.
- Created a recurring SEO audit routine from Google Search Console data that ranks quick wins and outputs exact fixes as a dashboard.
- Built a compliance scanner that takes a company's web pages and analyses whether its environmental claims comply with the new EU rules on green claims, using LLM models through OpenRouter.
- Built a fragrance allergen label check that compares the ingredient lists published on brand and retailer pages with the expanded EU allergen labelling rules (Regulation 2023/1545) and flags outdated or inconsistent pages per product and market, delivered as a password-protected report on my own server.
- Built a scheduled financial analysis workflow with a multi-model AI consensus check that logs results to a tracker and runs in the cloud.

Family Time – Lugano, Switzerland *April 2010 – September 2015*

Full-Time Parenting — Family Care

- Stepped back from paid work to raise my child full-time. Learned how to teach skills and languages to children and about brain development strategies. Taught sports: swimming, inline skating, skiing, tennis. Taught robot building.

SISO SA – Locarno, Switzerland *September 2008 – April 2010*

Head of Communications

- Led communications and stakeholder relationships for a technology company across four languages, reporting to senior leadership and working daily alongside the engineering team.

- Identified an unmet need and built a PHP web application from scratch to monitor ongoing civil-engineering works for the new roundabout in Lucern — initiative beyond the formal scope of the role.
- Built and maintained the company's premium website, sisonet.com, and produced marketing material for fairs and brand promotion using open source tools to lower in-house costs.

Kos House SA – Lugano, Switzerland *October 2006 – February 2007*

Luxury bedding brands: Sealy, Pirelli Bedding, Frette.

Business Development & Marketing Assistant

- Trained the team on new database management software for tracking luxury goods in the warehouse, becoming essential to daily operations.
- Built a B2B luxury hotel distribution network from scratch, pitching over 2,000 hotels — 80% converted to clients following product presentations.
- Handled sales and client relations in German, English and other languages — the only team member fluent in those markets.

Cablecom/UPC, Generali & Canton Ticino – Switzerland *November 2003 – July 2011*

Earlier Career — Telecom, Financial Services & Government Communications

- Content Manager, Cablecom/UPC, Zürich — managed intranet and teletext content for the Italian- and German-speaking regions; reported client-flagged bugs back to the product team.
- Customer Service, Generali Personenversicherungen, Adliswil — technical changes to complex life insurance contracts; proposed and took on client communication for French, English and Spanish-speaking markets.
- Copywriter, Office of Economic Development, Canton Ticino, Bellinzona — English and Italian content for government campaigns targeting international investors.

PORTFOLIO

sapphireray.pw/music-luxury-jasmine-cirovic-portfolio

EDUCATION & CERTIFICATIONS

Università della Svizzera Italiana (USI) – Lugano *2003*

MSc, IT & Digital Media Communications · Thesis: Copyright and Online Music Exchange

LANGUAGES

Italian (native) · English (C2) · French (C1) · German (C1) · Serbo-Croatian (near-native) · Bulgarian (near-native) · Spanish (C1) · Portuguese (C1) · Catalan (developing)

TOOLS

Claude Code, Perplexity, ChatGPT, Gemini, Ollama

OpenRouter, GitHub Actions, Python

HubSpot and other CRM, WordPress, Drupal

SEO, Google Analytics, Google Search Console, Microsoft 365, Google Workspace, Slack

Sprout Social, Hootsuite, SocialBee, SocialPilot, X Pro

Social Media Scheduling tools, Calendar scheduling tools like TidyCal

DaVinci Resolve, Openshot, CapCut, Loom, YouTube, Pro Tools, Riverside

Canva, Photoshop, Gimp, Inkscape, Illustrator

HRIS and ATS platforms, Advanced Word, Excel