

Switzerland

PEOPLE AT SWORD

**“Making
myself
useful
on real
projects,
with real
deadlines.”**

Meet
Elio Biffiger
Digital Marketing Intern

SWORD
UPGRADE YOUR BUSINESS



Elio joined Sword Switzerland in November 2025 for a 6-month internship, as part of his Master's degree at CREA Geneva, extended for another six.

Alongside the marketing team, he contributes to brand visibility and communication initiatives, applying what he learns in his Master's to concrete projects.

1. What is your role within Sword?

I create content for LinkedIn, newsletters and marketing materials, posts, carousels, visuals and partner announcements. I manage Sword Switzerland's social channels and editorial calendar.

I also run event communication end to end: landing pages and registration in HubSpot, invitations and follow-ups, visual assets, and coordination with our partners.

Elio BIFFIGER

Digital Marketing Intern

2. Why did you join our company?

I wanted a place where I would be given real responsibility, not just watch from the side. In a marketing team this size, you own your projects from the first weeks.

Sword also sits in a world I knew nothing about: SAP, data, cybersecurity.

Having to understand a subject before I can write a single line about it has been the steepest part of the curve and the most useful.

Elio BIFFIGER

Digital Marketing Intern

3. What did you like the most about this adventure?

Working with people whose jobs I knew nothing about a year ago: consultants, engineers, sales teams. Every project starts with understanding a new subject.

And events. Watching one go from a first agenda draft to a confirmed programme, a landing page and a guest list is where I've learned the most.

Elio BIFFIGER

Digital Marketing Intern



"The crowd sees the kickoff.
I prefer the part that comes
before it.

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Digital Marketing Intern

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Start the Sword adventure now

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