

Who is **Francesca Rothen**? As a Multichannel Consultant at **foryouandyourcustomers**, she helps you better understand your customers.



More about Francesca Rothen (fre) at <https://fre.foryouandyourcustomers.com>.

What Francesca Rothen offers

Francesca Rothen loves how companies use digital strategies and connect conventional and well-thought-out digital channels to achieve profitable interactions. In her role as a project manager and Multichannel Consultant, she focuses her efforts on meeting your desires and the needs of your customers and stakeholders. She shows you how you can build long-term bridges between you and your customers through a multichannel strategy, customer-oriented channels and effective projects.

Working together to create well-thought-out, surprising and impressive multichannel experiences.

Her Background

Alongside her degree in business management and marketing at the University of St. Gallen, Francesca Rothen has over five years of experience with foryouandyourcustomers in advising a wide range of companies in a broad spectrum of industries.

As a consultant and project manager she learned to develop effective concepts and bring these to life methodically and quickly, working in international teams. This is helped by her continuous experience working with people from different countries throughout her studies and in her work environment.

Professionally, she specialises in customer analysis, customer journeys and the conceptualisation of different marketing approaches or realignment of your channels – tasks she is adept at thanks to her further training as a product owner.

She is well familiar with digital aspects and excellently suited to working with new digital media and tools. In addition to her native Italian, she also speaks fluent German and English, and is proficient in French.