# Linda Spring

Senior communications consultant, copywriter, translator (FH), and sparring partner for organizations with high standards

Communication with clarity, a feel for language, and a focus on what matters: I love elegant solutions that work. This is why I combine conceptual thinking with practical implementation. I enjoy immersing myself in topics, refining messages, and translating complex issues into clear, effective language.

## **Holder** at Sprachkind

Since 2018: I support companies, organizations, and teams in the following areas:

- Communications consulting & sparring
- Copywriting & editing
- Proofreading & quality management
- Translation & transcreation

I have had the pleasure of working with organizations such as ETH Zurich, the Pro Juventute Foundation, and the Hälg Group in their strategic and operational communications.

## **Public Relations Representative** at Departement for Culture and Service of the city of Winterthur

2016–2017: communications consulting and planning within the department, wrote the official speeches for the Mayor, conducted project for the city partnership Winterthur - Frauenfeld - St. Gallen - Schaffhausen.

## Contact

Sprachkind
Linda Spring

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## Degrees

Bachelor of Arts in Multilingual Communication, Zurich University of Applied Sciences (ZHAW)

CAS Schreiben in Kunst und Kultur, Zurich University of the Arts

## Communication & Marketing Manager, Romandie Manager

at Schtifti Foundation

2012–2016: responsible for PR and media partnerships, set up new websites for Schtifti and GORILLA, annual communication planning, responsible for communication channels, conducted 5-years-campaign, leader team Romandie.

## Communication Assistant

at Migros Culture Percentage Dance Festival Steps

2011–2012: responsible for opening party in Geneva, media partner LeTemps and communication channels (social media, website, and newsletter), proofreading and editing.

## Bachelor of Arts

with Specialization in Multilingual Communication

2008–2011: School of Applied Linguistics of Zurich University of Applied Sciences (ZHAW). German, English, French, Spanish.

## Apprenticeship Mediamatikerin

with focus on marketing & design

2002–2006: bildxzug. Examination project: executing a marketing campaign and introducing a new corporate design.

## Literary Publications

Article «Havanna» in the magazine Reportagen #80, January 2025