

PROFILE

TRAVEL WRITER AND DIGITAL MARKETER WITH A DEGREE IN INTL. BUSINESS AND TOURISM MANAGEMENT. EXPERIENCED WORKING WITH SME IN THE TOURISM INDUSTRY.

DIGITAL SERVICES

CONTENT CREATION

- COPY & FREELANCE WRITING
- CORPORATE BLOGGING
- DIGITAL CONTENT DESIGN (TEXT, IMAGE, WEB GRAPHIC, VIDEO)

WEB DESIGN

- DESIGN OF WEB SITES USING WORDPRESS CMS
- MAINTENANCE OF WEBSITES

SOCIAL MEDIA MANAGEMENT

- SETTING UP & OPTIMISING SOCIAL MEDIA ACCOUNTS (FB, YT, IG, TW, PIN)
- REVIEWING & ANALYSING SOCIAL MEDIA DATA
- DEVELOPING EDITORIAL CONTENT PLAN
- COMMUNITY MANAGEMENT
- CONCEPTION AND IMPLEMENTATION OF CAMPAIGNS

CONSULTING

- ANALYSING SOCIAL MEDIA PRESENCE & DEVELOPPING OF STRATEGY PLAN
- HELPING WITH ONLINE POSITIONING & SETTING DIGITAL MARKETING OBJECTIVES
- SOCIAL MEDIA CONSULTING
- CONTENT MANAGEMENT CONSULTING




SKILLS

- ★ ENGLISH & GERMAN FLUENCY
- ★ HANDS-ON EXPERIENCE IN VARIOUS FIELDS OF THE TOURISM INDUSTRY
- ★ DIVEMASTER QUALIFICATION
- ★ VERY GOOD PHOTOSHOP & SONY VEGAS SKILLS
- ★ A CREATIVE, REALISTIC AND WELL-STRUCTURED APPROACH TOWARDS ANY PROJECT AND TASK



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DIGITAL MARKETER

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