

Marie-Aude Ramos

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EXPERIENCE

BSW SECURITY AG

Manager Marketing Team
January 2018 - now

Management of marketing activities and projects - Web project management
Inbound Marketing activities
Creation of marketing material (print and digital)
Development and lead of communication campaigns
Coordination of marketing campaigns with sales department
Controlling and management of the marketing budget
Management and development of lead generation campaigns
Brand and corporate identity management

HOTEL CITY ZÜRICH

Community Manager & eMarketing Consultant
January 2016 - today (freelance)
Development of the eMarketing-strategy
Consulting, Community Management, Content Management, Production of flyers and Sales documentation.

EDUCATION

XDI

UX 360° – Certified UX & Usability Expert
Certificate as UX-Expert
User Experience Design, User Centered Design and Usability for Web, Tablet and Smartphone

UNIVERSITY OF STRASBOURG

eMarketing, Web-Design and multilingual SEO
Web-localization and multimedia
Master CAWEB Web, localization and multimedia
September 2015 - September 2016
Distance learning

OPEN CLASSROOMS

Certificate PHP & MySQL
August 2015

UNIVERSITE DU SUD (TOULON)

Bachelor Applied Foreign Languages
October 2000 - June 2003
Englisch and German

INNOVATIVE WEB SA

Sales and Marketing Manager Swiss Romandie
Nov. 2013 - today

Responsible for the commercialisation and the sales of IT solutions on the French speaking market - Content Management - intern and extern communicatin: website, Newsletter, mailings - Deputy project manager (client projects)

HOTEL CITY ZÜRICH

Front Desk Manager
April 2010 - November 2013
Certificate HTML5 & CSS3
June 2015

CITY HOTEL ZUG

Front Desk Manager
April 2008 - April 2010
Recruitment of the Front Office teams
Management Front- and Back-Office
Registration of the working schedule

HOTEL SCHWEIZERHOF BASEL

Receptionist
April 2006 - April 2008
Duty Manager and Concierge-services
In charge of the interns

HOTEL DRACHEN BASEL

Receptionist
January 2005 - April 2006
Early and late shifts
Creation of sales brochures De/E/F
Translation of the whole documentation in De/E/F

SKILLS

E-MARKETING	● ● ● ● ●
COMMUNITY MANAGEMENT	● ● ● ● ●
PROJEKTMANAGEMENT	● ● ● ● ●
SEO	● ● ● ● ●
GOOGLE ANALYTICS	● ● ● ● ●
JIRA/CONFLUENCE	● ● ● ● ●

PROGRAMMING & DESIGN

WORDPRESS	● ● ● ● ●
PHOTOSHOP	● ● ● ● ●
INDESIGN	● ● ● ● ●
HTML	● ● ● ● ●
CSS	● ● ● ● ●
PHP	● ● ● ● ●

LANGUAGES

FRENCH (MOTHER TONGUE)	● ● ● ● ●
GERMAN	● ● ● ● ●
ENGLISH	● ● ● ● ●
ITALIAN	● ● ● ● ●
SPANISH	● ● ● ● ●

REFERENCES

SUSANNE KÄSER

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