



Caroline Zimmermann

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Travel Marketing doesn't need more filters. It needs truth.

Hi, I'm Caroline!

I support projects linking tourism, education and conservation. Suggesting a new approach in communication strategies, I help you level up your trustworthiness as an agent and empower travelers to make more conscious decisions on their journeys.



Professional skills:

- 🎨 Adobe InDesign | Canva | CapCut
- 🌐 WordPress & Avada | HTML/CSS
- ✍️ Blog writing | SEO | Translation
- 📊 Microsoft Excel | Protel Hotelsoftware

Soft skills:

- ✓ Highly organized and structured
- ✓ Adaptable to new environments
- ✓ Proactive and solution-oriented
- ✓ Passionate about sustainability

Languages:

- 🇩🇪 C2 🇺🇸 C1
- 🇫🇷 C1 🇪🇸 C1
- 🇳🇱 B1

Countries visited:



Read complete experience timeline



Complete experience timeline

Professional experience

05/2025 – 11/2025

Front Office Agent

Bergwelt Grindelwald, Grindelwald, Switzerland

08/2023 – 03/2025

Assistant Marketing and Events

- Implementation of Social Media Strategy
- Creation of promotional material with Adobe InDesign
- Organisation of seminars and banquets

Hotel Metropole AG, Interlaken, Switzerland

03/2023 – 07/2023

Web Designer (outsourcing)

- Web design with Avada Builder
- Translations from English/Dutch to German

Amazing Nature Scandinavia, Sweden (remote)

02/2022 – 05/2023

Booking Platform Coordinator

- Coordination of online booking platform and cooperation with suppliers
- Content Creation (blogs, tour descriptions)
- Creation of custom travel itineraries
- Development of sustainability measurement system

Impactful Travel Peru, Cusco, Peru

06/2020 – 08/2020

Holiday Representative

- Receptionist and Housekeeper

Eurocamp, Argelès-sur-Mer, France

Education

09/2020 – 07/2023

Master in Tourism Sciences & Management

- Thesis subject: Environmental learning activities in the Amazon

Université Libre de Bruxelles, Brussels, Belgium

(+ *Université Grenoble Alpes, France*)

10/2015 – 06/2019

Bachelor in Languages and Business (English, French)

University of Applied Science, Cologne, Germany

(+ *Aix-Marseille Université, France; Ghent University, Belgium*)

Further Education

11/2024 – 04/2025

Certified Forest Ambassador (Online Course)

Wohllebens Waldakademie GmbH & Co. KG

Volunteering

07/2015 – 08/2015

Conservation Volunteer

Conservation Volunteers, New Zealand

Long-term traveling

08/2019 – 02/2020

Colombia, Peru, Bolivia, Chile, Laos, Cambodia, Vietnam