

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
- Microsoft Excel | Protel Hotelsoftware

Soft skills:

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

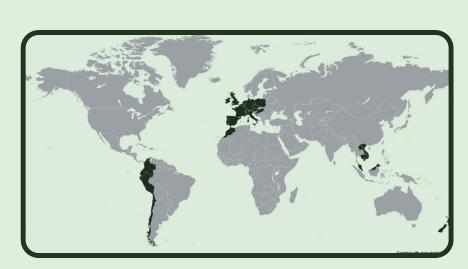
Languages:

C2 **____**





Countries visited:



Read complete experience timeline









Complete experience timeline

Professional experience

Long-term traveling

08/2019 - 02/2020

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

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