



Caroline Zimmermann

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Marketing services for impact-driven travel providers

I support projects connecting tourism, education and conservation to create transparent communication that reflects both the travelers' and the destinations' realities.



Services

Research & Insights • Surveys, interviews and data analyses

Strategies & Concepts • Communication and content strategies

Content & SEO • SEO audits and content creation

Implementation • Website and newsletter implementation

Selected experience

- Master's thesis on environmental education in tours in the Amazon
- Implementation of sustainability measurement system for a tour operator
- Content creation for sustainable travel brands
- Content, SEO and GEO audits and recommendations
- Official certification as a forest guide in Germany

Tools:

WordPress | Avada | Drupal | HTML/CSS | Ahrefs

Adobe InDesign | Canva | Mailchimp | Microsoft Excel

Languages:

German: C2 | English: C1 | Spanish: C1 | French: C1 | Dutch: B1

