



Caroline Zimmermann

caroline@zim-digital.com | zim-digital.com

Communications for impact-driven organizations

I support projects in tourism, conservation and environmental solutions through clear communication that helps audiences understand complex topics and make informed decisions.



Services

Research & Insights • Surveys, interviews and data analysis

Strategies & Concepts • Communication and content strategies

Content & SEO • SEO/GEO audits and content creation

Implementation • Website and newsletter implementation

Selected experience

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

Tools:

WordPress | Drupal | Ahrefs | Mailchimp | Adobe InDesign | Canva

Languages:

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

