

PROFESSIONAL EXPERIENCE

Marketing & PR Management Trainee

SWITZERLAND TOURISM DUBAI

SINCE FEB 2022

- marketing Switzerland in GCC
- planning and executing events in GCC and Switzerland
- building and maintaining partnerships and relationships
- organizing and accompanying media, influencer, VIP, and fam trips
- sales calls, roadshows, visa handling, travel organization
- digital, social media, print, and OOH campaigns
- project management in various events such as Expo 2020, FIFA World Cup

Social Media Manager

ZURICH SOTHEBY'S INTERNATIONAL REALTY

SINCE FEB 2021

- social media campaigns and activities
- marketing activities, project management, translations

Personal Assistant to the CEO

ZURICH SOTHEBY'S INTERNATIONAL REALTY

SEP 2020 - JAN 2021

- supporting the CEO in all his daily operations and tasks
- administrative tasks, operational tasks, client handling

Telephone Operator

AP DIALOG

NOV 2018 - OCT 2020

- working for the national information hotline (1818, 1820)
- answering calls in German, French and Italian

Front Office Intern

25 HOURS HOTEL ZURICH

FEB 2018 - AUG 2018

- check-in and check-out of guests
- allocation of rooms and room reservations
- complaint handling
- training of new staff members

Waitress

ENRICO EISCAFE

JUL 2016 - JUN 2017

- preparing and serving different drinks, desserts, and snacks
- checking stocks and ordering supply

Assistant Manager

HOTELPLAN WEINFELDEN

JAN 2015 - FEB 2016

- preparing weekly team meetings, attending meetings at head office
- control numbers on a weekly basis, forecast, and budget
- organize customer and team events
- create and update work and vacation schedules for staff
- in charge of quality standards by head office
- customer relationship management
- train staff in different areas such as corporate sustainability
- marketing activities

Travel Consultant

HOTELPLAN WEINFELDEN

OCT 2012 - DEC 2014

- selling packaged, individual vacations, rental cars, flights, insurances, day trips, and much more
- preparing documents such as offers, invoices, and more
- visa handling for clients
- negotiate hotel rates as well as group rates for hotels, flights, and more
- in charge of apprentices
- complaint handling

ANJA BINER



EDUCATION

École hôtelière de Lausanne

BACHELOR IN INTERNATIONAL HOSPITALITY MANAGEMENT
2017-2022

Four-year program which includes one semester of practical work in various hospitality outlets such as events, fine dining, kitchen, bar, and housekeeping, as well as one semester of operational internship and one semester of administrative internship. Academic courses include a variety of management, hospitality, strategy, and finance classes. Furthermore, various marketing and luxury brand marketing classes as well as communication classes are completed.

Berufsbildungszentrum Wil

PROFESSIONAL MATURITY
2016-2017

Swiss Maturity can be obtained in one year instead of four after successfully completing a commercial apprenticeship. Focus on Economics and Accounting.

Kuoni Wil

APPRENTICESHIP
2009 - 2012

Three days of working in the travel agency and two days of school per week. School focusing on economics as well as additional courses specializing in travel and tourism.

SKILLS

Fluent in German	Communication	Friendly
Fluent in English	Organization	Polite
Fluent in French	Teamwork	Professional
Basic Italian	Problem Solving	Hands-on
Basic Spanish	Taking Initiative	Efficient
Beginner Arabic	Capable	
MS Office	Reliable	
Social Media	Stress Resilient	

CONTACT INFORMATION

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