

CV Christoph Anliker



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Date of birth: 21.12.1991
Nationality: Swiss

Profile and Goals

I am a creative and enthusiastic person, passionate about all forms of communication. I was born in Zürich and I finished my Master's degree in Brand & Communications Management at Copenhagen Business School in Denmark in June 2018. My degree has enabled me to develop good organisational skills, an analytical approach to tasks and the ability to work under pressure. I enjoy working on my own initiative or as part of a team. I am now in pursuit of an opportunity for me to develop and express my creativity and passion for tech, fashion and design within a global environment, an opportunity where I also hope to be able to utilize my skills. As for my personality I am ambitious and try to learn something new from every experience because I believe there is always room for self-improvement both personally and professionally.

Education

Master of Science

08/2016 – 06/2018

in Brand and Communications Management

- ▶ Copenhagen Business School, *Denmark*
- ▶ Master thesis: *Beyond Picture-perfect Brunch Plates – A case study on the relationship between followers and Swedish lifestyle influencers*
- ▶ GPA: 9.7 (Grades range from -3 to 12 where 12 is the highest grade)

Bachelor of Arts

09/2012 – 09/2015

in Business and Economics / Business Administration

- ▶ University of Zurich, *Switzerland*
- ▶ Bachelor thesis: *The effect of social media brand communication on the consumer buying behaviour*
- ▶ GPA: 5.1 (Grades range from 1 to 6 where 6 is the highest grade)

09/2011 – 06/2012

in Communication and Media Research

- ▶ University of Zurich, *Switzerland*

Work Experience

Outfittery GmbH

10/2015 – 01/2016

Intern in Marketing, Berlin (D)

- ▶ Planning and executing marketing campaigns
- ▶ Organizing trade show appearances and POS promotions
- ▶ Managing and processing marketing data
- ▶ Communication with insert and barter deal partner

**Schweizer Skischule
NOVA GmbH**
12/2011 – 02/2015

Ski Instructor (4-6 Weeks / Year), *Lenzerheide (CH)*
▶ Teaching adults and children from beginner to advanced
▶ Group and private lessons

Holder Huber AG
07/2011 – 08/2013

Assistant Electrician (5-6 Weeks / Year), *Dällikon (CH)*
▶ Helping with pulling in cables, wiring, mounting sockets

Languages

German: Native speaker

English: Fluent

- Converse International School of Languages, *San Diego US*; (09/2010 -12/2010)
Cambridge Advanced Certificate CAE
- Copenhagen Business School, *Copenhagen DK* (08/2016 – 06/2018)
Master program taught in English

French: Intermediate, matura knowledge

Danish: Basic

IT knowledge

- MS Word	- macOS
- MS PowerPoint	- Windows
- MS Excel	- Final Cut
- Google Analytics	- Tableau
- Adobe Photoshop	- Social Media

Social Activities and Interests

Sport: Skiing, snowboarding, hiking, fitness

Design: Interest in graphic design, interior design and photography

Travel: Interrail travels across Europe, several stays in Europe, North America and Middle East

Fashion: Interest in streetwear and sneaker scene

Music: Listening to many different music genres

References

Relevant certificates and references will be provided if asked for.