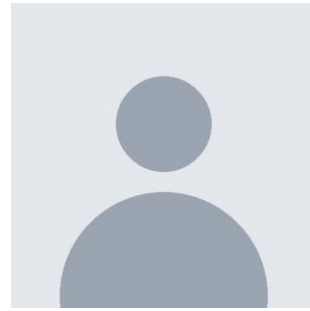


ALEX MUSTER

Musterstrasse 12, 8048 Zürich | [linkedin.com/in/alex-muster](#)
alex.muster@example.com | +41 79 000 00 00



PROFESSIONAL EXPERIENCE

Brand & Growth Marketing at Nordholm Consumer Goods AG, Zurich *Feb 2024 – today*

- Launched a targeted digital campaign that grew online conversion rate by 18% in one quarter.
- Managed a CHF 250,000 annual marketing budget across paid social and search channels.
- Led a market research study across 12 focus groups that informed a new product line launch.

Working Student, Brand Management at Alpina Beverages AG, Bern *Mar. 2023 – Jan 2024*

- Coordinated influencer partnerships that reached over 500,000 impressions per campaign.
- Built customer segmentation models in Excel to guide regional marketing spend.
- Organized the company's presence at three industry trade fairs.

Summer Internship, Sales & Business Development at Vantano Group AG, Lucerne *Summer 2020 & 2021*

- Supported the sales team in onboarding 15 new B2B clients over the summer.

EDUCATION

University of St. Gallen (HSG) *Sep. 2021 – July 2023*

- M.A. in Strategy and International Management (5.5 / 6.0 GPA)
- Specialization in Digital Marketing & Consumer Analytics
- Thesis: Consumer Response to Personalized Pricing in E-Commerce
- Relevant Modules: Corporate Finance, Strategic Management, Digital Transformation

University of Zurich (UZH) *Sep. 2018 – July 2021*

- B.A. in Business Administration
- Relevant Modules: Marketing Fundamentals, Microeconomics

Kantonsschule Baden *Aug. 2013 – June 2017*

- Federal Matura, Specialization in Economics and Law

Crescent School, Toronto (Canada) *Aug. 2015 – June 2016*

- 11th school year abroad

CERTIFICATIONS

Digital Marketing Analytics *2025*

- Completed practical training in campaign measurement, conversion tracking and reporting.

Campaign Strategy *2024*

- Developed audience plans, channel strategies and test campaigns using fictional brand briefs.

Business Intelligence Reporting *2023*

- Built interactive dashboards using Power BI, DAX and structured business datasets.

TECHNICAL SKILLS

Marketing Analytics: Using Google Analytics, Meta Ads Manager, and HubSpot to track campaign performance and manage customer relationships.

Business Intelligence & Analytics: Perform complex analysis using Excel, Power Query, Power BI, DAX and SQL.

MS Office applications: Creation of stakeholder presentations in PowerPoint. Internal project communication with Teams and SharePoint.

EXTRACURRICULAR ACTIVITIES

Treasurer of the University of Zurich Marketing Club

Oct. 2020 – Oct. 2021

- Managed a CHF 15,000 annual budget and organized six speaker events with regional business leaders.

LANGUAGES

German (native language) · English (C2) · French (B2)