

JUSTINE CHRISTINE MARIA KÖLLIKER

Email Marketer & Digital Creator

justine@thejustinechris.com Wil SG

Summary

Highly creative and approaches tasks with commitment and stamina. Previous responsibility includes graphic work, from design to layout and implementation. After discussing a project, she works very independently and greatly supports any team. Her curiosity and openness towards all projects, programs and tools are convincing. She is cooperative and integrates herself quickly and positively. Supportive, responsible and a fast learner.

Skills

- Project Management
 - Strategic Planning & Execution
 - Email Marketing
 - Copywriting & Content Creation
 - Search Engine & Analytics
 - Brand Development
 - Relationship Building
 - Web & Graphic Design
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Experience

Copywriting, Content Creation & Email Marketing 05/2023 - Current
Freelancer

- Writing blogs and articles on platforms such as Medium.
- Built my website for job application and project management.
- Continuously creating content to attract clients and increase email opt-in rate.
- Creating giveaways to boost growth and traffic on social platforms.
- Writing an educational email course and currently specialising in email marketing and brand collaboration.

Trainee in Design 01/2023 - 05/2023
dieGestalter | St.Gallen, SG

- Managed collaborative projects through email communication.
- Planned and strategized content creation and production in design.
- Created web designs and corrected websites on grammar in German, English and French.
- Created graphic designs and logos for restaurants and brands.
- Evaluated statistics and measured performance of search engine and opt-in rate.

— Collaborated with Allegrezza, BZGs, Debrunner Acifer, EKRI, OpenAirSt.Gallen, OYA, StarsInTown, Superbloom, WeinBerneck, etc. through internship.

Education and Training **Bachelor of Arts:** Literature and Communication Current
University of Zurich | Zurich, ZH

Websites, Portfolios, Profiles www.justinechristine.ch
www.twitter.com/thejustinechris

Languages **German:** Native **English:** C1/ Advanced **French:** Basic **Spanish:** Basic

Certifications — Cambridge Advanced - ELC
— Design - dieGestalter