



# Tobias Schmid

Freelancer Marketing & Projects



## Profile

**Thanks** for taking a moment to have a look at my CV. I have lived the last years in the Netherlands with my girlfriend, and I can look back to a successful time. During this period, I supported **elho** in fulfilling their sales and marketing goals in the DACH region. But now it's time to follow our passion again: **Diving**. Since the most famous dive spots are around the world, flexibility plays an important role for my private life and professional career. With that in mind, I have decided to work as a **freelancer for Online Marketing and Project Management**. Besides the marketing responsibilities I had with **uvex**, I can use my gained knowledge from my business **economics studies**. I very much love to work with different people on challenging projects, always with the target to support your business and reach your goals! If covid taught us one lesson, then it's that you can work from everywhere, as long as you're open and committed for it.

For any questions please always feel free to **reach out** to me.



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Nuermburg, Germany - remote



22.07.1993

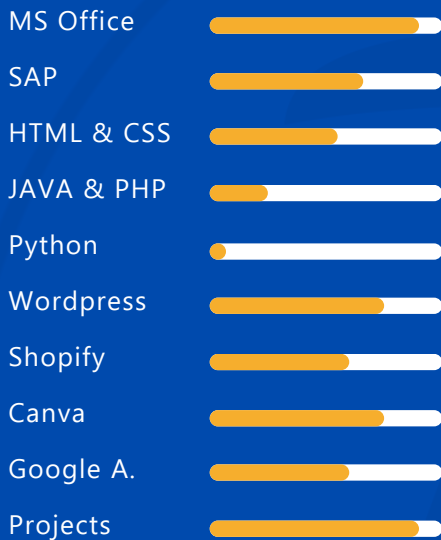


## WORK EXPERIENCE

- 03/2023 - today  
**Freelancer Marketing and Project Management**  
self-employed, remote
- Online Marketing (SEM, SEO, content-creation, Canva, web analysis with google analytics, customer journey mapping & lead generation)
- Translations (German, English, Dutch)
- Conceptual & sales support for business expansions into the DACH region
- Project Management for diverse Marketing Agencies
- Software Engineering (HTML, CSS, JS, PHP, Python) / *Open for projects, but still in the training phase.*
- Webdesign & CMS (shopify, wordpress, bootstrap, webflow) / *Open for projects, but still in the training phase.*



## SKILLS



## LANGUAGES



● 09/2020 - 05/2023

### Assistant Sales Manager Key-Accounts DACH/EEU

elho B.V; Tilburg, Netherlands

- Supporting the sales managers with quotations, orders, assortment and pricing for key-accounts
- Strategic alignment, relationship-management and daily support for key-accounts
- Planning, managing and success tracking of promotions in cooperation with sales and category management
- Close collaboration with all in-house departments such as logistics, marketing, product management and finance
- Completion of daily customer contact (email and phone) for product advice, delivery information and general requests
- Daily work with SAP (orders, offer, finance, logistic)
- KeyUser IT & SAP (MS Office, Microsoft, Implementation of different software's)
- **Contact:** Priscilla Luijkx, Teamlead customer care / +31 646188422

● 09/2013 - 09/2018

### Junior Marketing Manager

UVEX SAFETY GROUP GmbH & Co. KG, Fürth, Germany

- Conceptional and operational management of national and international trade fairs and events
- Booth-planning, organization and briefing of external partners, such as stand building companies and different agencies
- International coordination across the uvex group during planning and implementation phase with all involved departments
- Developing new and existing innovative trade fair and exhibition concepts
- Independent execution of diverse marketing projects
- Budget planning and controlling, as well as analysis and success tracking
- First customer contact as well as general customer service
- **Contact:** Thorsten Udet, Head of Marketing / +49 911 9736 1449



## WORK & TRAVEL EXPERIENCE



## INTERESTS

Diving

Football

Skiing

Badminton

Podcasts (blauaeugig-reise.de)

● 09/2010 - 08/2013

### Trainee Industrial Business Management Assistant

UVEX WINTER HOLDING GmbH & Co. KG, Fürth, Germany

- Worked for 2-3 months in all key departments of uvex. Departments included finance, sales, marketing, HR, purchase and product management and many more.
- Twice a week business school to learn the theoretical part of an industrial company and business economics

● 05/2023 - 10/2023

### Online Marketing

Lekker Divers, Perhentian Island, Malaysia

- Creating website with wordpress: **lekkerdivers.com**
- Monitoring traffic with google analytics, lead generation with SEO, content creation (text and visuals), keyword research with google search console, local search marketing

● 10/2019 - 11/2019

### Receptionist / Waiter

Tumbling Waters Holiday Park, Darwin, Australia

- Operative and administrative support with the holiday park and the restaurant

● 07/2019 - 09/2019

### Receptionist

Matahari Divers, Perhentian Island, Malaysia

- First contact with customers
- Administrative work (payments, accounting)

● 02/2019 - 06/2019

### Farm Hand

Westgate Seeds, Dalby, Australia

- Operative and administrative support
- **Contact:** Russel Dent / +61 427580989



## EDUCATION

● 02/2015 - 02/2018

### Betriebswirt (VWA) Diploma

VWA Nuernberg, Germany

○ Evening courses focused on business economics (see certificate)

● 09/2010 - 08/2013

### Industrial business management assistant

Business school (IHK Nürnberg), Germany



## CERTIFICATIONS

● Diploma Business Economics

● Google skillshop Online Marketing

● Codecademy (HTML, CSS, PHP)

● PADI Rescue Diver

● Ocean Quest Coral Propagation



## SOCIAL COMMITMENT

● 05/2023 - today

### Coral Propagation / Nursery Development

Ocean Quest, Perhentian Island, Malaysia

○ Working with Ocean Quest is something I really enjoy. Redeveloping coral reefs, building coral nurseries, educating the local communities and enjoying the beauty of our oceans.

● 01/2016 - 10/2019

### Football Club TSV Altenberg

Oberasbach, Germany

○ A sports club which is home for me, where I grew up and played football half of my life.

○ Organization of an international football tournament for children

○ Responsible for social media marketing and sponsoring

● 03/2012

### Education Project South Africa

Johannesburg, South Africa

○ Experience of the education and training system in South Africa and the South African culture and eco-tourism. Presentation of the German education system in different Universities.