


Lack of
content?



Count on me!

I am specialized in **content management** and I publish grasping contributions – news, product information, illustrative material or downloads. I am talking about what is daily asked for by your customers.

 [more details](#)



Marc Siegel

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marc.siegel@effretikon.ch, marc-siegel.ch, born July 12, 1966 in Lausanne VD,
place of origin («Bürgerort») Menzingen ZG, Switzerland, married, two children.



Short description

Reduces complexity of websites. Produces content in editorial work and design for online and print media with all elements, newsletters, social media content, data and contact management. **Asset:** Pragmatically creative, strong at realization with Adobe software, flexible and independant.

Professional activity

- since 11.2016 **Dispatcher of the bus management and driver** – CHECK-IN all-ways Zurich Airport.
Coordinating the missions, client contact and responsible for maintenance:
3 buses (13 to 16 pax), 1 van and several limousines; 22 drivers.
- since 07.2014 **Driver of minibuses and limousines** – VIP-Driver, Dällikon / CHECK-IN all-ways,
ZRH / WF Limousine Group, Dietlikon. Drivers's licence coach (cat. D; prof. transport
of more than 8 passengers)
- 2014 **Editor E-Learning** – PNN AG, Zurich. Editorial work in CMS, illustrations, tables,
production of video scenes.
- 2013–2014 **Editorial staff, journalist** – Magazine «der arbeitsmarkt», ZH: concept, research, text,
video, photo. **Further training in marketing, user knowledge** – Onlinelabor, ZH.
- 2010–2012 **Web editor, content manager** – Hager AG, Ruemlang ZH
Responsible for the web sites hager.ch, tebis.ch, mein-elektriker.ch. Newsletters B2B
and B2C, image and animation processing. SEO & Analysis SEA.
- 1999–2009 **Webdeveloper / E-Marketing Manager** – Flughafen Zürich AG (Zurich Airport)
Project manager newsletters, online advertisement campaigns, PR editorial work.
Content manager as part of the IT web development team and stand-by 24hrs
communication department and crisis staff. Text and image editing.
- 1998–1999 **Assistant E-Marketing** – FPW Frank Purmann Wirtschaftsinformatik, Zurich
Product placement and advertisement, business development.
- 1997–1998 **Webmaster** – dpi Publishing Service AG, Zurich
Responsible for the web platform of the graphic industry. HTML, java script, data
bases, customer service, marketing.
- 1997 **Expert for E-Learning and Multimedia** – Hystrix AG, Baar ZG
Digital information systems for patients.
- 1993–1997 **Editor Print / Online** – Digipress, Zurich
Reports, translations, layout, HTML: web pages.
- 1990 and '93 **Representative for the art inventory** – Schweizerische Volksbank, Zurich
Responsible for database rebuilding and for the survey of all works of art. Create UI
for database (dBase).
- 1989–1993 **Editor** – youth magazine YEAH, Zurich. Editorial work, reports, layout, DTP.

Schools and education

Education for bus driver (category D, professional public transport) – VBZ, Zurich

Journalistic internship – Editorial team «der arbeitsmarkt», Zurich

University of Zurich – licenced in history, lic. phil. I, 1987-1997 («Master» degree)

Matura type B with Latin – Kantonsschule Rämibühl, Zurich, 1979-1985

Primary school, Zurich, 1973-1979

Language skills

German native tongue

English very good knowledge spoken and written, equates to Eurolevel C2

French very good knowledge spoken and written, equates to Eurolevel C1

Italian simple conversation, equates to Eurolevel A2

Excellent knowledge in applications

Office	Word, Excel, PowerPoint, Outlook, Project, Visio, Access
Content CMS	Drupal, WordPress, Moltomedia Content (similar to CQ5 and Typo3), Content XXL
Web	Dreamweaver, Flash, HTML, XML, CSS, Javascript, PHP, ASP, Frontpage
Webserver	IIS, SQL-Datenbanken, XAMPP – statistics, performance services.
Images	Photoshop, Lightroom, Paintshop Pro, Gimp, Fireworks
Video	Final Cut Pro, iMovie
Layout	InDesign, Illustrator, Inkscape, CorelDraw
Online services	Web advertisement, Newsletter Management – Adserver adition.com, newsletter server xprofiler.ch
Data	Livelihood DMS, CRM – MS Dynamics, SAP

Miscellaneous

Hobbies	Mountain bike, swimming, gardening (in a planters club, «Schrebergarten»), photography, video
Artistic	Guitar, percussion, art museums and culture in general
Cross-cultural	Marital links and knowledge of Mongolia. Basic knowledge of the language.