

SIMON MUYS

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RELEVANT WORK EXPERIENCE

- 08/2016 - Present [Amazon](#), Luxembourg, Luxembourg
Senior Marketing Manager
- Product management for content architecture systems for Amazon WW
 - Content testing for the program Prime in EU (A/B experiments)
 - User experience and acquisition funnels optimisation (+2M subscribers)
- 03/2015 - Present [Neweet](#), Luxembourg, Luxembourg
Entrepreneur
- Concept, design and development of the website
 - Business plan and business presentations
- 07/2012 - 02/2015 [Vanksen](#), Bertrange, Luxembourg
Account Manager – Brand Content Manager
- In charge of a team of project managers and social media specialists (6 persons)
 - Strategy and digital communication recommendations for major accounts (1.4 M€ / year valued in my team's business portfolio)
 - Operational follow-up on a complete scope of digital tasks (incl. SEO, PPC, emailing)
- 06/2010 - 06/2012 [Nvision](#), Luxembourg, Luxembourg
Project and Content Manager
- Operational management for website development projects (portfolio of 75 k€ / year)
 - Strategy recommendations cross-media and web marketing
 - Content creation for web actions or events (video, design, posters, blogposts...)
- 03/2008 - 07/2008 [European Parliament](#), Brussels, Belgium
Intern within the Directorate-General for Innovation and Technological Support
- Content edition for the different Intranet sites in 27 languages
 - Strategy recommendations for the new Intranet site development project
- 02/2007 - 05/2007 [China Trade Winds](#), Beijing, China
Analyst reporter
- Synthesis on political and economic news in China for a weekly newsletter
- 02/2006 - 12/2006 [Hikari Productions](#), Beijing, China
Chief Editor for website www.aujourdhuilachine.com
- Daily content production of news articles and videos about China
 - Content edition, editorial review and team management (two interns)

ASSOCIATION

- 02/2019 - Present Secretary at [ForLiveable](#), a sustainability gateway for Latin America in Europe bridging finance and technical capacity for the Sustainable Development Goals

EDUCATION

- 09/2004 - 07/2006 [Institute for Political Studies](#), Aix-en-Provence, France
Master in International Political Journalism
Majors: *Journalism techniques, International relations, Chinese civilisation*
- 09/2001 - 07/2005 [Institute for Political Studies](#), Aix-en-Provence, France
Sciences Po Aix-en-Provence diploma (Bachelor degree)
Majors: *International relations, public law, economics, political science, communication*

COMPUTER

Full proficiency with Adobe Creative Suite; good web development skills (HTML5/CSS3, PHP, Javascript, Node, Symfony, Laravel, Drupal); SEO/SMO, web/data analytics

LANGUAGES

Native French; fluent English and Spanish; moderate German and Chinese mandarin; basic Norwegian Bokmål

INTERESTS

Member of the folk band [Says](#), author of the novel [Zodia](#)