SIMON MUYS

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MARKETING & COMMUNICATIONS DIRECTOR - SUMMARY

Experienced communication professional with a background in **project and product management**, user experience design, **innovation programs** and **team leadership**. Proven track record of designing and driving **marketing strategies** and optimizing acquisition funnels for **measurable results**. Skilled **entrepreneur** with experience in concept development and business planning. **Multilingual** and proficient in design, analytics, **PR** and **content creation**.

RELEVANT WORK EXPERIENCE

Since 09/2023 — **Dymens**, Tiercelet, France
Entrepreneur
- **Concept, branding, design, development and marketing** of the website (content platform)

08/2016 – 09-2023 — **Amazon**, Luxembourg, Luxembourg
Senior Marketing Manager / Senior Technical Program Manager
- **Product management** for content architecture systems for Amazon Prime WW
- **Content testing** to adjust **Prime's communications, brand, marketing and PR strategy**
- **User experience design** and **acquisition funnels** optimisation (+5M Prime subscribers)
- In charge of a **team of front-end development engineers** (4 persons)

03/2015 – 08/2016 — **Neweet**, Strassen, Luxembourg
Entrepreneur
- **Concept, branding, design and development** of the website (platform for journalists)
- **Business plan** and business presentations to potential investors/partners

07/2012 - 02/2015 — **Vanksen**, Bertrange, Luxembourg
Account Manager – Brand Content Manager
- **Strategy and digital communication recommendations** for major accounts / brands (1.4 M€ / year valued in my team's business portfolio)
- **Operational follow-up** on a complete scope of digital tasks (incl.SMO, PR, media relations)
- Development of a **team of project managers and social media specialists** (6 persons)

06/2010 - 06/2012 — **Nvision**, Leudelange, 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

02/2006 - 09/2007 — **Hikari Productions**, then **China Trade Winds**, Beijing, China
Journalist, Chief Editor for website www.aujourdhuilachine.com, and Analyst Reporter
- Daily content production of **articles and videos** about **political and economic news** in China
- Content edition, editorial review and team management (2 journalists)

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*

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 (photo and video edition)**; web development skills (**HTML5/CSS3, PHP, SQL, Javascript**); **SEO/SMO**, **web/data analytics**

LANGUAGES — **C2 English and Français**; C1 Español; **B2 Deutsch and Lëtzebuergesch**; B1 Mandarin

INTERESTS — Author of the political essay Opolitiki and novel Zodia, member of the folk band Says