

# Melanie Lukoki

*A confident and well-organized young personality with an eye for detail, rapidly assimilating and open-minded to learning new things.*



## PERSONAL DATA



BORN SEPTEMBER 10, 1992  
IN BASEL-STADT



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4052 BASEL



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LINKEDIN.COM/IN/MELANIE-LUKOKI



HTTPS://MLUKOKI.GITHUB.IO/CV/.

## LANGUAGE SKILLS

German



Swiss German



English



French



## SKILLS

### IT

Microsoft Office



SAP



Mailchimp



Adobe Photoshop



Google Analytics



WordPress



HTML



### STRENGTHS

Communicative

Problem Solver

Structured

Team Player

Well-organized

Reliable

### FURTHER INFORMATIONS

Driving license category B

## WORK EXPERIENCE

### AMBASSADOR

**Richemont SA, Amsterdam**

09/2019 - 02/2020

*Luxury Goods Holding Company*

- Client Management DACH-Region/ UK-Market
- E-Commerce
- Online Sales
- *Main Maison: IWC Schaffhausen*

### ONLINE MARKETING EXECUTIVE

**Okay art, Basel**

05/2018 - 05/2019

*Vintage Design Furniture Online Store*

- Social Media Marketing
- Website/ Content Management
- Performance Marketing
- Online Campaign Management
- E-Mail Marketing
- Event Marketing

### MARKETING ASSOCIATE

**Foxxil Ltd, Basel**

02/2016 - 02/2017

*Kitchen Aid Ltd.*

- Market Research
- Consumer Behaviour Analysis
- Marketing Strategy Development
- Data Collection/ Evaluation

### ADMINISTRATOR

**Comjet Sa, Basel**

11/2014 - 06/2015

*Communication Agency*

- Management Assistance/ Administration
- Event Management
- Editorial Assistance

### ADMINISTRATOR

**Fepa, Basel**

09/2013 - 05/2014

*Non-Profit Organisation*

- Management Assistance
- Execution of Transactions and other Financial Operations
- Execution of Payroll Accounting
- Coordination of Meetings, Appointments and Events

### BARISTA

**Starbucks, Basel**

08/2013 - 09/2014

*Coffee House*

- Sales
- Cashier
- Customer service and consulting

## ACADEMIC EDUCATION

### BSC IN INTERNATIONAL BUSINESS

**Leeds Beckett University, Leeds**

09/2020 - present

*In Collaboration with International Business Academy Kolding*

## INTERESTS

Technology  
Cooking  
Skin & Haircare  
Travel and Nature  
Piano

## REFERENCE

**Claire Godfrey**  
Richemont SA  
Teamleader  
claire.godfrey@richemont.com

## • BSC IN BUSINESS ADMINISTRATION

*University of Applied Sciences and  
Arts Northwestern Switzerland, Basel* *09/2016-02/2020*  
Major in Marketing and Minor in IT as Business Enabler

## PROJECTS

### • NAMASTE YOGA BRUNCH

*Baltazar Terrace, Basel* *Since June 2020-*  
**Conception, Organization and Executing** of the Namaste Yoga Brunch Event. My tasks also include **People Management, Event Marketing, Client Management and Administration.**

### • CUSTOMER SATISFACTION OPTIMIZATION

*Richemont, Amsterdam* *11/2019 – 02/2020*  
**Analyze the customer satisfaction** score of the client management department and development of improvement suggestions to increase the satisfaction score.

### • CUSTOMER LOYALTY PROGRAMM

*Baloise Group, Basel* *09/2018 – 01/2019*  
**Analysis of existing customer loyalty** program and development of a new optimized customer loyalty program.

## EXPERIENCE ABROAD

### • INTERNSHIP IN AMSTERDAM

*Richemont SA, Amsterdam* *09/2019-02/2020*  
6 Months at the CRC Department

### • EXCHANGE SEMESTER

*Lisbon, Portugal* *09/2017-02/2018*  
6 Months at ISCEM– School of Business Communication

### • LANGUAGE COURSE, PORTUGUESE

*Lisbon, Portugal* *01/ 2018*  
4 Weeks at Universidad LUSA Language School

### • SUMMERSCHOOL, ENTREPRENEURSHIP 08/2018

*Medellín, Colombia*  
2 Weeks at Universidad EAFIT

## NON-CURRICULAR ACTIVITIES

### • BASKETBALL COACH

*Basel, Switzerland* *09/2014-06/2015*  
Juniors, BC Arlesheim