



# CÉDRIC KNAPP

Content Creation  
Project Management

## CONTACT



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## ABOUT ME

Do you remember your first kiss? The anticipation leading to it? The excitement pulsating in your chest, building up to a final moment of truth? Great. Because that's what your users should experience clicking a conversion button.



### Birthday

23.09.1990

## LANGUAGES

German	● ● ● ● ●
English	● ● ● ● ○
French	● ● ● ○ ○
Italian	● ● ○ ○ ○
Spanish	● ○ ○ ○ ○



## WORK EXPERIENCE



Eyekon AG  
since 2018

### Projekt Manager

Managing customer projects in a 360° digital agency, from offer to support. Budgeting, task management, controlling, communication, coordination design & engineering (IT)...

### Senior Content Creator & Strategist

Concept & production of multimedia content (external & internal). Brand stories, claims, UX writing, PR copy, storyboards, videos, campaigns, whitepapers, social media, content modelling & strategies...



20 Minuten  
2015-2017

### Editor

Concept & production of editorial articles, research, interviews, story development. photography, creative planning...

### Video Lead

Lead video production department Zurich, Concept, filming, production video & audio, post production...



Various  
Positions  
2010-2015

### Internships and Student Jobs

Internship journalism (20 Minuten), media / data analysis (Argus der Presse AG)...



Sideline:  
Tauchstation  
since 2020

### Creative Director and Host

Political news on Instagram (@tauch.station)



## EDUCATION



University of  
Zurich  
2011-2015

### Bachelor of Arts

Major: Media & Communication  
Minor: Management & Economics



Sydney,  
Australia  
2011

### Language Stay

Sydney English Language Center



## SKILL CLOUD

