



SIMON SIEFERMANN

MEDIAMATICIAN EFZ
BSC BUSINESS ENGINEERING STUDENT FHNW, 5TH SEMESTER

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EDUCATION

BSC BUSINESS ENGINEERING GRADE A STUDENT - BEST 10%

*University of Applied Sciences
and Arts Northwestern
Switzerland, Brugg*

September 2023 – August 2027

- Comprehensive foundation in business administration, engineering, and information technology.
- Proficient in project management methodologies.

ONLINE MARKETING MANAGER

Handelsschule KV (HKV) Aarau

November 2021 – July 2022

- Developed a comprehensive online marketing concept for BRACK's vocational training program, including target personas, social media strategy, and email campaigns.
- Completed coursework in online marketing fundamentals.

MEDIAMATICIAN EFZ

*Handelsschule KV (HKV) Aarau
Berufsschule Aarau (BSA)*

August 2017 – July 2021

- Vocational training in business administration, IT, and design.
- Practical experience in administration, digital media, and web technologies.

PROFILE

As a Business Engineering student, I continuously expand my expertise in process and project management while gaining practical experience in the energy sector. Curious, proactive, and solution-oriented, I strive to tackle complex challenges and create meaningful impact. My diverse background in project management, sales, marketing, customer service, content creation, and e-commerce enables me to adapt quickly and contribute effectively across various teams and environments.

RELEVANT SKILLS

HARD SKILLS

- Process design & optimization (BPMN 2.0)
- Project management & controlling (Waterfall, Agile/Scrum)
- Business analysis, budgeting & reporting
- Data analysis & scripting (Python, HTML, CSS)
- Marketing & content management (Social Media, E-Commerce)
- Creative tools: Adobe Creative Cloud, Canva
- Analytics tools: Adobe Analytics
- Advanced proficiency in Microsoft 365 suite

SOFT SKILLS

- Strong analytical and conceptual thinking
- Fast learner with a quick grasp of complex topics
- Highly efficient and structured working style
- Strong communication and teamwork skills
- Networked and solution-oriented mindset
- Reliable and proactive in taking responsibility
- Excellent organizational and multitasking abilities
- High adaptability and stress resilience
- Detail-oriented while maintaining a big-picture view
- Self-motivated with a continuous improvement mindset

LANGUAGES

- German: Native
- English: Fluent
- French: Intermediate (B2)
- Italian: Basic knowledge

INTERESTS

- Endurance sports
- Indoor cycling
- Winter sports
- Travel
- Nature
- Golf
- Hiking

ENCLOSURES

All supporting documents are enclosed for your review.

- Ranking
- Transcript of Records
- Work references
- Educational certificates (Vocational Baccalaureate and Apprenticeship School)
- Certificates

Personal references available upon request

PROFESSIONAL EXPERIENCE

JUNIOR PROCESS AND PROJECT ASSISTANT

Regionalwerke AG Baden, 5401 Baden

Since August 2025

- Record, define, and optimize processes in collaboration with key stakeholders, focusing on core processes in electricity, heating, and water supply.
- Manage and maintain the document management system (DMS), including document updates, user support, and tool optimization.
- Support onboarding and training of new employees.
- Provide administrative and organizational support for ongoing projects.

JUNIOR PROJECT MANAGER B2B / CHANNEL MARKETING MANAGER

Brack.Alltron AG, 5506 Mägenwil (formerly Competec Group)

June 2024 – June 2025

- Planned and budgeted hospitality events and coordinated sales priorities and marketing campaigns with key departments.
- Conducted sales analyses and organized offsites, workshops, and training sessions.
- Supported team operations through OKR coordination and project assistance.

(JUNIOR) SOCIAL MEDIA & COMMUNITY MANAGER

Brack.Alltron AG, 5506 Mägenwil

August 2021 – May 2024

- Managed community engagement and customer service across the group's social media channels.
- Developed strategies for new platforms and expanded existing networks.
- Planned, executed and analyzed organic content and paid social media campaigns, including budget management and performance reporting using Adobe Analytics.
- Supported strategic projects and represented the brand at events through on-site reporting and content creation.

MEDIAMATICIAN EFZ (APPRENTICESHIP)

Brack.Alltron AG, 5506 Mägenwil

August 2017 – July 2021

- Provided technical support and customer service, handled warranty cases, and assembled PCs.
- Managed sales activities via phone, email, pickup counter, and showroom, as well as back-office support for retail and key account sales.
- Created and maintained landing pages and newsletters, contributing to web publishing and content management.
- Gained experience in purchasing and product management in the food sector, including assortment development and cross-functional project participation.