

SIMON MUYS

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RELEVANT WORK EXPERIENCE

- 08/2016 - Present **Amazon**, Luxembourg, Luxembourg
Senior Marketing Manager / Senior Technical Program Manager
 - **Content testing** to adjust **Prime's communications, brand, marketing and PR strategy**
 - **Product management** for the content architecture systems for Prime worldwide
 - **User experience design** and **acquisition funnels** optimisation (+5M subscribers)
 - In charge of a **team of front-end development engineers** (4 persons)
- 03/2015 – 08/2016 **Neweet**, Luxembourg, 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, including ISART design school, ICN or EU Commission's Business Innovation Observatory)
 - **Operational follow-up** on a complete scope of digital tasks (incl.SMO, PR, media relations)
 - In charge of a **team of project managers and social media specialists** (6 persons)
- 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.aujournhulachine.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 and spokesperson** at **ForLiveable**, a gateway for Latin America in Europe bridging finance and technical capacity for the Sustainable Development Goals

EDUCATION

- 09/2006 - 07/2011 **Institute for Political Studies**, Aix-en-Provence, France
PhD in Information and Communication Sciences (incomplete)
"Using advertorials in top international newspapers: ethics and social responsibility of a financial resource"
- 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*

TECHNOLOGY

Full proficiency with Adobe Creative Suite (photo and video edition); web development skills (**HTML5/CSS3, PHP, SQL, Javascript**); **SEO/SMO, web/data analytics**

LANGUAGES

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

INTERESTS

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