

LANGUAGES

Swiss German + German (native)
Dutch (native)
English (fluent)
Spanish (advanced)
French (basic)



Annick den Harder

**PADI MASTER INSTRUCTOR - DIGITAL
MARKETING - HOTEL MANAGEMENT**

Born 21. April 1992

SCUBA CAREER:

2024: PADI Master Instructor
2023: PADI EFR Instructor Trainer
2021: PADI Staff Instructor
2019: PADI Master Scuba Diver Trainer
2017: PADI Open Water Scuba Instructor
2017: PADI EFR Instructor
2015: PADI Divemaster

PADI SPECIALTIES - INSTRUCTOR LEVEL

UW Navigation / DSMB / Ice / (Advanced) Equipment Specialist / Self Reliant / Sidemount / Adaptive Diving / Night / River+Current / Drift / Altitude / Dry Suit / Deep / EOP / Tec Rec Trimix Blender / Wreck / Search+Recovery / Nitrox

ADDITIONAL SCUBA SKILLS:

- Versatile Cave Diving Experience
- Versatile Technical Diving Experience, inkl. Trimix
- SSI Horizon SCR Diver + Instructor (non-active)
- Guided international dive trips, incl. liveboard tours
- IANTD O'Dive Doppler Expert
- Seasoned instructor in cold + warm waters
- Extensive gear and retail expertise
- Experienced with gear repair and servicing
- Certified over 500+ students on all PADI levels

PROFESSIONAL STRENGTHS

- Extensive knowledge in tourism, travel, hospitality
- Experienced in working with diverse cultures and fostering collaboration
- Proven ability to build and sustain vibrant, engaged communities
- Passionate about planning, organizing, and executing successful projects and events
- Strategic and business-oriented mindset with a focus on growth and innovation
- Leadership experience, including managing teams and driving results
- Strong communication skills, adept at connecting with stakeholders at all levels
- Enthusiastic about coaching and mentoring to support individual and team development
- Always curious about the latest trends in marketing and branding

PROFESSIONAL CAREER:

09/2020 - CURRENT: DIVE SCHOOL MANAGEMENT + EXECUTIVE BOARD MEMBER / PADI MASTER INSTRUCTOR

Zürich, Switzerland - Dive School TSK Zürich

- Independent management of TSK Dive School Zürich
- set up and lead of all PADI Pro Levels
- supervision of PADI Pro Freelance Team (40+ instructors and divemasters), Dive School Intern, Dive School Administration
- involved in business development, strategical planning, budget, marketing
- active PADI Master Instructor, coach, mentor
- assisting on TSK retail and repairs
- Tour guide for international diving excursions / travel expert

02/2019 - 08/2020: SALES AND ADMINISTRATION

Zürich, Switzerland - Dive School TSK Zürich

07/2018 - 01/2019: SALES EXECUTIVE FOR NEW HOTEL OPENING

Zürich, Switzerland - Hilton Garden Inn Zürich Limmattal

12/2015 - 03/2017: SALES AND MARKETING COORDINATOR

Basel, Switzerland - Swissôtel le Plaza Basel

02/2015 - 07/2015: FRONT OFFICE MANAGEMENT TRAINEE

Koh Chang, Thailand - Centara Tropicana Resort Koh Chang

02/2015 - 07/2015: PADI DIVEMASTER INTERN

Koh Chang, Thailand - Dive School Koh Chang

ACADEMIC BACKGROUND

CERTIFICATE IN DIGITAL MARKETING MANAGEMENT 2023

SAWI School, Zürich Switzerland

SWISS HOSPITALITY MANAGEMENT DEGREE, 2018

SHL Lucerne, Switzerland, graduated best of class

EF HIGHSCHOOL EXCHANGE YEAR 2008/2009

BCLUW Highschool, Conrad Iowa, USA

MATURA, GENERAL UNIVERSITY ENTRANCE DEGREE, 2011

Kantonsschule Wattwil, Switzerland, majoring in Spanish

REFERENCES:

- References (scuba industry and/or tourism industry) and certifications upon request
- Detailed PADI student count upon request
- More detailed CV upon request

CONTACT DETAILS:

Nationality: Dutch, Swiss
currently in Switzerland, ready to relocate

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