

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, incl. Trimix
- SSI Assistant Instructor Trainer (non-active)
- SSI Horizon SCR Diver (student + instructor level)
- Guide on international dive trips, incl. liveaboard tours, both to cold and warm water destinations
- 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 - 03/2025: DIVE SCHOOL MANAGER + 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 SCool Koh Chang

ACADEMIC BACKGROUND

CERTIFICATE IN DIGITAL MARKETING MANAGEMENT 2023

SAWI School, Zürich Switzerland

PADI IDC AND MSDT TRAINING 2017 + IDC AUDITS 2024

Utila Dive Centre, Honduras, under Course Director Josiah Mackin

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:

André Fahrni, CEO TSK Zürich

Josiah Mackin, Utila Dive Centre, Honduras

Yvonne Kohlas, Business Coach

(more scuba and/or tourism industry references upon request)

- Proof of certifications upon request
- Detailed PADI student count upon request
- More detailed CV or proof of projects upon request

CONTACT DETAILS:

Nationality: Dutch, Swiss
currently in Switzerland, ready to relocate
PADI Master Instructor #365109

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