
DANIELA MUSTER

easyFairs Switzerland GmbH
Nicole Risse
Route François Peyrot 30
1218 Le Grand-Saconnex

Zürich, 19 August 2026

Application for Marketing Coordinator Tradefairs (f/m/d)

Dear Ms. Risse,

As a Bachelor student specializing in General Management with practical experience in branding, marketing, and communications, I am particularly drawn to easyFairs Switzerland GmbH's innovative approach to creating networking and business platforms. The prospect of contributing to your dynamic team as a Marketing Coordinator Tradefairs, especially given your focus on B2B events and digital transformation, aligns precisely with my career aspirations and skill set.

During my current internship in Marketing & Communications at Muster & Young Schweiz AG, I have gained direct experience supporting the launch of various marketing initiatives. A significant responsibility involved implementing a new global website in Switzerland, which required meticulous coordination and a comprehensive understanding of content management for digital channels. My involvement in developing marketing concepts and undertaking organizational and administrative tasks has further equipped me with a structured approach to campaign execution and content delivery.

My profile closely matches the requirements outlined for this role, particularly my proficiency in developing target group-oriented content for digital communication and my ability to manage website content effectively. My strong communication skills, coupled with my independence and sense of responsibility, align with your emphasis on teamwork and professional stakeholder engagement. Furthermore, my fluency in English and French, alongside native German, positions me to effectively collaborate within your international environment.

The opportunity to apply my academic foundation and practical marketing experience within an organization recognized for its commitment to professional development and agile thinking is highly motivating. I am confident that my dedication and enthusiasm for developing impactful B2B marketing campaigns would make me a valuable asset to easyFairs Switzerland GmbH. I look forward to discussing my qualifications and suitability for this position in greater detail.

Sincerely,

Daniela Muster