

Phub Lham

Zurich, Switzerland

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Multi-lingual operations professional with 3+ years' experience improving customer journeys and process completion in service environments. Transitioning into entry-level CRO and growth marketing, supported by ongoing analytics training.

EXPERIENCE

Marketing & Events Specialist

Home of Co-Working Lounge, Zurich | Apr 2025 – Nov 2025

- Managed social media communication across Instagram, Facebook, and TikTok to promote community events and member engagement.
- Reduced member onboarding time by 20% identifying friction in booking flows and simplifying the process
- Planned, marketed, and lead 10+ community and corporate events with 100+ guests each managing a team of 3
- In charge of overall co-working member (1000+ members) management including including invoicing, payment compliance tracking, and food supplier management

Operations Manager

Misoga Korean Restaurant, Zurich | Oct 2023 – Mar 2025

- Drove foot traffic and reduced lost revenue by advocating for and then implementing an online reservation system
- Implemented data-driven tracking of customer feedback across channels (google reviews, in-person, social media) to improve our menu and guest management
- Besides that I acted as chef de service leading a team of 4 servers during peak times

Customer Service & Operations Roles

Various Employers | 2017 – 2022

- Provided multi-channel customer support with consistently high satisfaction ratings
- Assisted with billing, payments, and operational coordination

Sales Associate (Contract) – Operations & Logistics Support

Massimo Dutti – Logistics & Store Support, Switzerland

- Supported premium retail operations, including logistics, stock handling, and coordination between back-of-house and customer-facing teams

SKILLS & Tools

Funnel Analysis • User Journey Mapping • Process Optimization • Data Analytics • A/B Testing Principles • Google Workspace • Excel / Google Sheets • Canva • Wix • Cobot (CRM-style member management, scheduling, invoicing) • SQL • Tableau

EDUCATION

- **ZHAW School of Management and Law, Zurich:** Bachelor's in International Management (halted before completion due to visa issues preventing my from completing study abroad part)
 - **Swiss Educational College, Lucerne:** Bachelor's in Hospitality & Business Management
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CERTIFICATIONS

Data Analytics Professional Certificate – Coursera **Google AI Professional Certificate** – Coursera

LANGUAGES

English (Fluent) • German (B2) • Korean (Fluent) • Hindi (Fluent)