

# Annelies Putman Cramer

Amsterdam

## Berufliche Tätigkeiten (Professional Activities)

- 2012 – heute Fair Focus Communicatie ([www.fairfocuscommunicatie.nl](http://www.fairfocuscommunicatie.nl))  
In 2012 begun with Fair Focus, since then it has grown into a full blown on- and offline PR and communication company.
- 1994 – 2011 Founder, partner and creative director by USP Marketing PR ([www.usp.nl](http://www.usp.nl))  
Since being founded in 1994 USP has become one of the leading travel PR companies in NL.  
I started it in 1994, in 1999 my partner entered the business, in 2011 I sold my shares.
- 1991 – 1994 Sales & Marketing manager Elysee Hotel Management  
Commercial work in the business travel sector.
- 1986 – 1988 Sales representative Holiday Inn Leiden  
My initial experience in the hospitality sector formed an excellent basis for my professional carrier in travel and hospitality.

## Ausbildung (Education)

- Coach training MMS Worldwide Institute 2011 – 2011  
Hotelmanagement school Maastricht – HBO 1983 – 1987  
Institute Sorbonne, Paris 1982 – 1983  
Willem de Zwijger College, Bussum 1975 – 1982

## Wichtigste Projekte (Main projects)

- 2016 – PR Representation for Royal Tropical Institute Amsterdam  
2011 – PR representation Club Med, Corendon, Garuda  
2010 – Yearly international PR trip for Amsterdam Marketing  
2009 – Butt litter project Schiphol for British American Tobacco  
2008 – new accounts: Golden Tulip Hotels, Zoover, Booking.com

## **Sprachen (Languages)**

Dutch Native  
French Fluent  
English Good

## **Interessen (Leisure activities)**

Networking, creativity, jogging, cooking, traveling.