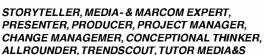




SPORTS JOURNALIST FOR NEWSPAPER, RADIO & TELEVISION IN SWITZERLAND & GERMANY

SCHWEIZER FERNSEHEN SRF 1, SAT.1 SCHWEIZ, SPORT1 MEDIEN AG, SRG SSR, RADIO MUNOT, SCHAFFHAUSER NACHRICHTEN



LECTURER FOR SPORTS & MEDIA AT ZHAW -UNIVERSITY FOR APPLIED SCIENCES



WITH FIFA FOR EIGHT YEARS

STORYTELLING & MARKETING-COMMUNICATIONS EXPERT

DEVELOPING COMMUNICATIONS AND MULTIMEDIA STRATEGIES

ACTIVITIES FOR PRESIDENT, SG, SPONSORS, PARTNERS, MEDIA, CONGRESS, COUNCIL, INTERNAL & EXTERNAL STAKEHOLDERS

DEVELOPING FIFA'S MULTIMEDIA INFRASTRUCTURE

PROJECT MANAGEMENT FOR VARIOUS MAR-COM TOPICS: CONTENT VIDEO STRATEGY FOR THE DIVISION, RESPONSABLE FOR FIFA'S IN-HOUSE STUDIO, SUPPORTING DIGITAL ON APPS, CONTENT FOR SOCIAL MEDIA & CORPORATE WEBSITE, CREATION OF VIDEOS FOR SPONSORS AND PARTNERS INCL. COACHING OF FIFA'S CREATIVE VIDEO CREW & AGENCIES)

SUPPORTING ALL FIFA DEPARTMENTS (DIGITAL, MARKETING, COMMERCIAL, MEDIA, CORPORATE COMMS, PUBLIC AFFAIRS, LEGAL) ON CREATION OF CONTENT

HIGHER EDUCATION:

UNIVERSITY OF FRIBOUG DEGREE IN COMMUNICATION AND MEDIA SCIENCE

CITY UNIVERSITY LONDON ACADEMIC YEAR AT THE DEPARTMENT FOR OPTOMETRY AND VISUAL SCIENCE

COMPETENCES:

CROSS-LINKED THINKING

INDEPENDENT AND PRECISE WORKING

TUTOR IN MEDIA AND SPORTS (DIGITAL BEST PRACTICE, ONLINE CHANNELS ETC.)

TALENTS:

COMBINING CONTENT AND TECHNOLOGY

CONDUCTOR IN ORCHESTRATION OF CONTENT FOR SPONORS

ALLROUNDER WITH "CAN DO" MENTALITY

CHARACTER:

TEAMPLAYER

REALIBILITY

POSITIVE ATTITUDE

SENSITIVITY

INTEGRITY