



**IN THE CREATIVE WORLD OF SPORTS & MEDIA SINCE 1992**

**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**



**STORYTELLER, MEDIA- & MARCOM EXPERT, PRESENTER, PRODUCER, PROJECT MANAGER, CHANGE MANAGER, CONCEPTIONAL THINKER, ALLROUNDER, TRENDSOUC, TUTOR MEDIA&S**

**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, RESPONSIBLE 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 SPONSORS**

**ALLROUNDER WITH "CAN DO" MENTALITY**

**CHARACTER:**

**TEAMPLAYER**

**REALIBILITY**

**POSITIVE ATTITUDE**

**SENSITIVITY**

**INTEGRITY**