

## Esempio di CV in lingua inglese

### **Maria Verdi**

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### **Personal Statement**

*During my placement with Bertelsmann, I worked within the media division contributing to projects such as the award-winning China Max Documentary and managed my own research, liaised with various divisions, formulated media reports and participated in group project meetings. Utilizing excellent communication skills, I developed and maintained successful working relationships with both internal and external staff.*

### **Work Experience**

#### **Bertelsmann media corporation / Public relations director**

*Multimedia agency, Munich – Germany  
www.betelsmann.com  
June 2002 – today*

I am currently responsible for working with national and local consumer and trade agencies to enhance and protect the company's reputation and image. I carry out these tasks by developing PR strategies to promote brand health and wellness positioning for health industry clients. As such I supervise a substantial portion of the company's charitable fundraising campaigns. I also interact with members of senior management on a daily basis, close coordination with marketing department and supervise and train new employees.

#### **Bereich Public Relations / Asst. Public Relations Manager**

*Multimedia agency, Munich – Germany  
www.bereichpublicrelations.com  
December January 1998 – May 2002*

I researched, developed, and implemented annual comprehensive public relations and marketing plans to help support the business objectives of the corporation. I successfully generated positive media coverage, heightened market presence, increased market share, and produced increased revenues and profitability. I also promoted awareness and maintained positive brand image of the company and its various products on a local, regional and national level by consistently targeting public relations and marketing campaigns and ensured that the company's position was always present in news coverage.

## Education and Qualifications

### **Master's Degree in Public Relations**

Rheicstaad College of Journalism – Munich

Thesis title **“The rising of german mass-media”**, Supervisor Prof. Mario Muller

### **Bachelor Degree in Communication**

*Ludwig-Maximilians-Universität München* - Munich

## Additional Skills

**Computing Skills:** excellent knowledge of Microsoft Windows, Mac OS X and Microsoft Office™ tools (Word, Excel and PowerPoint).

Basic Knowledge of Video editing software: Adobe Premiere Pro, Photoshop CS5.5, InDesign CS5.5

**Language Skills:** German(mother tongue), Excellent spoken and written English.

Certifications: TOEFL

## Hobbies and interest

Reading Books Club membership and volunteering to the “Red cross”.

## Referees

References available upon request.