

Curriculum Vitae

Corinne Laverrière

Education

July 2000	Master of Arts (M A) awarded by the faculty of humanities of the University of Basel, overall grade 'magna cum laude' Major Subject: History of art First Minor Subject: German literature Second Minor Subject: German linguistics
June 1998	Supplementary examination in Latin (Latinum)
October 1993	Matriculation at the University of Basel
July 1992	A-Levels in French, English and Spanish Modern-language grammar school Holbeingymnasium Basel

Language Ability

German	native language
French	business fluent
English	business fluent
Spanish	basic reading and writing skills

Professional Experience

April 2015-	Foundation Laverrière Public Relations Corporate Communications Consulting www.laverriere.ch
June 2015- July 2019	Lead Media Office Switzerland (mandate basis) Viacom International Networks GSA <ul style="list-style-type: none">▪ Media office Switzerland for Viacom International Networks and its channels MTV, VIVA, Nickelodeon, Nicknight and Comedy Central.
May 2012 - March 2015	Head of Public Relations Goldbach Group AG, Küsnacht-Zurich <ul style="list-style-type: none">▪ Total reconstruction of the internal PR department▪ Guidance for the executives regarding all issues of strategic communication▪ Drafting and implementation of communication concepts and strategies (Corporate Communications internal and external, crisis communications)▪ Writing of memos on behalf of the members of the Executive Board▪ Guiding of media presence by proactive agenda setting▪ Drafting and distributing of press releases and ad hoc messages▪ Management of media communications via active agenda setting, provision of interviews and supporting discussions▪ Answering enquiries from media, individuals and other organisations, verbalisation of wordings for the members of the Executive Board▪ Collating, analysing and evaluating media coverage▪ Spokeswoman

December 2007 - **Parental leave**
April 2012

May 2004 - **Head of Public Relations**
November 2007 **Manor AG, Basel and Zurich**

- Total reconstruction of the internal PR department
- Guidance for the executives regarding all issues of strategic communication
- Drafting and implementation of communication concepts and strategies (Corporate Communications internal and external, crisis communications)
- Guiding crisis communication while reorganisation processes
- Guiding of media presence by proactive agenda setting
- Drafting of press releases, professional articles and articles for the employee magazine
- Copywriting for POS, B2C-Communication and product flyers as well as comprehensive client brochures
- Organising events as press conferences, exhibitions, openings and press tours
- Liaising with and answering enquiries from media
- Spokeswoman

June 2001 -
April 2004

Consultant
Klaus J. Stöhlker AG, Zollikon-Zurich

- Composition and mentoring of various client mandates
- Writing and implementation of communication concepts
- Building of media presence by proactive agenda setting
- Drafting of press releases, professional articles and articles for the employee magazine
- Copywriting for POS, B2C-Communication and flyers as well as comprehensive client brochures
- Organising events as press conferences, exhibitions and press tours
- Liaising with and answering enquiries from media

August 2000 -
May 2001

Senior Administrator
Phillips, de Pury & Luxembourg Ltd., Zurich

- Assistant to the Executive Director and Chief Operations Manager Switzerland
- Organization and coordination of expert visits
- Drafting contracts
- Correspondence in German, French and English
- Collaboration in the preparation and implementation of auctions
- Customer Service