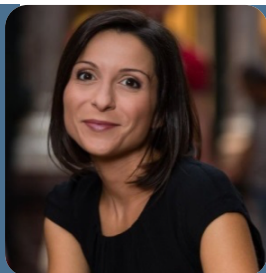


VANESSA COSTANZO

Brussels- Belgium

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## COMMUNICATION & PUBLIC RELATIONS

### PROFILE

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I like to take up challenges and create a collaborative work environment. During the past 17 years, I have been a passionate reporter and anchor for RTL TVI, the leading French speaking television network in Belgium, given communication lessons and media trainings. I also helped organizations to create media plans. This expertise makes me able to help your clients define a communications strategy: find the media they will target, the best channels and time to do it in order to gain exposure.

In order to offer the best communication strategy, I recently followed an *Executive Master in Digital Marketing and Communication* at the Solvay Brussels School.

As a storyhunter and storyteller, I will help your clients to create content based on facts and ideas led by their companies and organizations, make their story catchier and attractive so they can touch consumers, influencers and medias.

### CAPABILITIES

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Storytelling and content writing.

Used to define and deliver key messages.

Able to elaborate written/ spoken messages and adapt them to various audiences.

Digital marketing.

Creation of media plans and campaigns.

### SKILLS

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Fast, precise, organized. Used to irregular shifts.

Networker.

Innovative, proactive and self-starter.

Can lead a team to optimal results.

### PROFESSIONAL EXPERIENCE

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June 2001- May 2018

#### JOURNALIST **RTL TVI**

News reporter and correspondent for RTL TVI in Belgium and abroad.

Medical and scientific reporter for *RTL Info*.

Contributor to the financial affairs program *Coûte Que Coûte* (RTL TVI).

- **Find interesting topics**, create a **network to get “exclusive” news**.
- **Master and communicate information** to the public on national and international news (USA, India, Italy, France, Sri Lanka...).
- Elaborate **written and spoken messages** adapted to the audience.
- **Global vision of media and audience** expectations.

2010- 2014

## ANCHOR

**Anchor of RTL+:** daily, live TV news and current affairs show.

- **Choose the topics, research the facts and information.**
- **Present** the debate.
- **Manage the team:** cameraman, journalist, assistant and script.
- **Initiative, ability to react instantly and adapt** the program to breaking news.

Since 2008

## MEDIA TRAINING

Personal coaching dedicated to CEO and managers willing to learn and/or improve speech, interviews and debate techniques.

- Help **define and deliver key messages.**
- Train to **avoid/face tricky questions** from the press.
- Train to **improve speech and debate.**

## DEBATE MODERATION

## MEDIA PLANS

- **Define the messages** to relay.
- Articulate and plan the communication: **PR and strategy.**
- Help **secure and grow their company's position** in the media.

## EDUCATION

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2016-2017

Executive Master in **Digital Marketing and Communication 2.0** - Solvay Brussels School.

2008

**University of California Los Angeles (UCLA)**, June – September 2008.

**Fulbright Scholarship:** Political Sciences and English Speech (Summer Session).

2001

**Master in Journalism and Communications** – ULB (Université Libre de Bruxelles).

1999

**Bachelor in Journalism and Communication-** ULB.

1998

**Bachelor degree in Law-** FUNDP (Université de Namur).

## LANGUAGES

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French (native speaker).

English (fluent, spoken and written).

Italian (second language).

Dutch (intermediate level, spoken and written).

## FULBRIGHT SCHOLARSHIP

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**In 2008: Fulbright Journalism Scholarship.** Grant for mid-career journalists wanting to complete their training in the USA.

Summer session at **UCLA** in English as a Second Language and Politics.