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**Position curently held :**

**Audi France Lifestyle and CSR Press Officer (New Media Officer)  
at Shortcut RP Agency from October 2010 – december 2011**

reporting to Audi France's Lifestyle and Corporate PR and Press Manager + agency's department Manager.

***A - Definition of my curent mission which consists mainly in CSR and lifestyle press communication strategy through :***

- development of brand content and communication strategy linked to the brand DNA and implementation of global initiatives at a local level (Audi Med Cup, 24Hr of Le Mans, Design Miami/Basel, Audi Urban Future Awards, Audi talents awards)

- public relations and press events calendar management (international fairs, arts and design programs, philanthropy, prospective and innovation conferences, ...), frequent travels to represent the brand at key évents

- make strategic recommendations for the choice of personalities (members of the Audi talents awards jury's, key speakers, experts, artists), media buying investments, ...

- raise brand awareness to get strategy oriented and new products editorials

- work with VIPs, public figures, members of the board for press events and interviews

- liaise with Audi AG, international peers, senior managers and correspondents (events marketing and communication agencies) for all corporate, sport, lifestyle and product marketing

- liaise with Audi's local and international agencies (digital marketing/advertorial/LoeweStrateus, advertising/ Fred&Farid ...)

- develop brand visibility on the web, new medias (digital medias, independents magazines, lifestyle key people, bloggers)

- define core target of journalists, A list of CSR & lifestyle editors to support the editorial priorities and implement the diffusion of the brand's strategic messages

- building and animation of a network of influencers, medias, PR (internal and external such as Tag Heuer, Leica, Camper, Vitra, Dupuis, Camron PR, Ralph Lauren, ...)

- encourage and support original and innovative editorial concepts relevant with the brand's media strategy (ex : lesvilains.com, heureparheure.blogspot.com)

**B - I would describe me as :**

- ROI oriented with a proven track of sales (3,5M€ at Club Med World) and medias visibility achievements (+4,7 M€ at Audi) and a creative mind at the same time
- an entrepreneur, hard worker, calm under pressure, knows how to prioritize, multitasker
- good speaker, fully bilingual, multicultural, well travelled, with excellent presentation and interpersonal skills
- socialite, though a very low profile person when necessary, who likes to work behind the scenes
- with strong sensibility to brand DNA, patrimonial heritage, company's philosophy and policy regarding CSR
- with solid and long term network of french and international personalities (finance, arts and crafts, designers, museums institutions, galleries, business schools, etc)
- with 'A list' of lifestyle senior editors (design, architecture, fashion, CSR, business innovation & strategy, contemporary art, ...)
- experience in work collaborations with designers, creative professionals amongst the most internationally wanted (Xavier Veilhan, Bouroullec brothers, ...).

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**CV :**

**Marketing and Communication specialist**

Please, download my complete curriculum vitae here :

<http://andreefraiderikvertino.files.wordpress.com/2012/01/prafv12-eng1.pdf>