



TAMARA SEDMAK

Professional Summary

Highly experienced **moderator (+15 years), producer and communications specialist** with 5+ years of experience in B2C/B2B media production (TV, print and digital) and communication management across multiple industries (health, beauty, entertainment and technology). Most recent work experience with a rapidly-growing US-based Beauty start-up where I led all business development and communication (both strategy and execution) in DACH countries in close coordination with my US counterparts and across multiple functions. **Fluent in 6 languages** (German, English, French, Italian, Polish and Croatian). A self-motivated professional, looking to work as a host, expert and moderator in a high performance team where I can drive outcomes via my international experience and skills.

CONTACT

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EXPERTISE

- ✓ **Over 2100 TV- and Eventmoderations**
- ✓ Excellent language skills (D, E, F, I, P, K)
- ✓ Panels+Round Tables+Interviews
- ✓ Long International experience
- ✓ Communication expert, TV-Host, Moderator

EDUCATION

CAS (Certified Advanced Studies)
Marketing Communications at HWZ
University of Applied Sciences
Zurich:**Aug 2021- Feb 2022** including:

- ✓ Corp.Communications
- ✓ Communication Intelligence
- ✓ Influencer Management
- ✓ Behaviour Branding
- ✓ Brand Management
- ✓ Client Relations Mgt.+ Customer Experience

M.A. Master of Arts
University of Zurich (1996-2001)
Master in:

- ✓ Communication
- ✓ Economy
- ✓ Neuropsychology

LANGUAGES

German: Native language
English: excellent in speaking+writing
French: excellent in speaking+good in writing
Italian: excellent in speaking+good in writing
Croatian: excellent in speaking
Polish: good in speaking

PERMANENT EMPLOYMENTS

EU BUSINESS DEVELOPMENT + COMMUNICATIONS/PR-MANAGER

Indie Beauty Media Group (IBMG), New York
Beauty Independent Online-Magazine

08/2015 – 05/2020

Indie Beauty Media Group (IBMG) is the leading authority in independent beauty and wellness in North America and Europe. From its founding in 2015, until its suspension due to COVID in 2020, I worked directly with the founders in a high-growth environment to lead the development of IBMG's business in Europe, managing all aspects of client development and local press and media relations (both B2C and B2B). I spearheaded the launch of our Expos in London and Berlin as well as the launch of the German language version of our publication, Beauty Independent. In this role, I led the selection and management of PR, media and influencer management companies, hosted and moderated thought leadership events, developed original content for publication and project managed work streams across geographies (US-EU) as well as function (Sales, Marketing, Event Operations).

INDIE BEAUTY EXPOS/ EVENTS:

- **Planning, organising, executing** networking events and expos for B2C and B2B in LA, NYC, Dallas, Berlin, London, Zurich
- **Implementation communication strategy** events
- **Optimization of communication channels with stakeholders**
- **Building brand and customer network** >16'000 brands, influencers and journalists
- **Executing PR initiatives** for the fairs including hosting **networking events**
- Negotiating through div. **communication channels** with various **PR agencies, journalists and influencers**
- Conception, production and distribution of media information
- Co-organizing, (**with PR-Agencies in London and Germany**) implementing and moderating "Innovation Showcase" for journalists and influencers

BEAUTY INDEPENDENT ONLINE PUBLICATION:

- Conducting in-depth research on trends
- **Interviews with consumers+thought leaders+influencers**
- **Developing content for and building the product launches** for social media presence
- **Organising community-events in Switzerland** to promote the IBMG platform

MODERATION EVENTS: Selection

- **L'Oreal Sustainability**-Talk for the future, Geneva
- **Pharma Trend** and Innovation Award, Munich (interviews with **BioNtech**, **Daiichi Sankyo**, **Janssen-Cilag**)
- IFA Expo for **Midea/Toshiba China**, Berlin
- **PSI Sustainability** Award, Wiesbaden
- **La Bioestetique** Customer Event, Paris
- **Novartis** CEO Field Awards, Basel
- **UBS** Geschäftsstellenleiteranlass, Lugano
- **Credit Suisse**, Campus Day, Lausanne
- **Swiss Economic Forum** Topic: Digitalisation
- Indie Beauty Expo, New York
- **Pirelli** Night, Zurich
- **Volvo** Car Expo, Geneva
- **Barilla** Roadshow Germany
- **DTM** Mercedes AMG Race Hub
- **ABB** Formula E
- **AXA** Insurance Roadshow
- **BOSCH** Team-Webinar
- **FIFA** TV.

PERSONAL

- Sport: Golf, Tennis, Ski, Piano
- Lived as a model in: Berlin, Miami, New York, Barcelona, Milano, Paris
- Elite Model Look Winner
- Miss Switzerland to the TV Audience
- Topics I follow:
#sustainabletrends
#innovation
#biotech
#digitaltransformation
#artificialintelligence

References/Website:

<https://tamarasedmak.com/en/references/>

<https://tamarasedmak.com/en/referenzen/press/>

<https://www.youtube.com/watch?v=JOMQ7KWYBbM>

Moderation french:

<https://www.youtube.com/watch?v=5lynlt2HIRU>

JOURNALIST, EDITOR PRINT+DIGITAL

Ringier Media, Blick Zeitung Zurich + Blick Studio Geneva Car Expo
07/2010 - 06/2014

Ringier is Switzerland's largest diversified media company with over 6,800 employees in 18 countries. I served as a frontline journalist for Ringier-owned Blick, Switzerland's best-selling daily B2C newspaper. On a daily basis I researched, pitched, wrote and edited content on national and international news/topics covering society and trends including technology and automotive.

- **Interviews+reports** in German, **English**, French, Italian in Switzerland
- Reports of all evening events for the next day under deadline
- **Storytelling: Creating+executing ideas for stories for B2C**

MODERATOR, EDITOR TV

Premiere/SkyTV, Munich
04/2006 - 01/2008

Premiere TV (now Sky) is Germany's leading producer and distributor of exclusive content for subscription (pay) TV. I was the principal video journalist and live TV moderator for four separate weekly programs focused on the entertainment industry. I planned and executed the LIVE-reports and interviews with Hollywood stars, producers and filmmaker, including at major filmevents, such as: Cannes, Venice, and The Academy Awards. Routinely conducted interviews and produced coverage simultaneously in English, French German and Italian. Perfected skills at developing clear and concise B2C content, under deadline, while working with celebrities, thought leaders and their PR representatives.

- **Planning, presenting, executing interviews** +video-based material for reports in **English and German**
- Cross-functional communication with **journalists, PRs**, consumers
- Research for interesting topics for our TV-channels
- Live-reports in **English**, French, Italian

MODERATOR, REPORTER TV

SAT1 News, N24, Berlin
08/2004 - 02/2006

SAT.1 is Germany's largest private TV network. N24 is SAT.1's dedicated News and weather channel whose content is also carried on other SAT1 channels. I was the primary weather and meteorology reporter and live presenter. I created daily weather broadcast reports and news briefs for B2C audience.

- Analysis with meteorologist
- Daily live weather moderation
- Live on-scene weather-reports

SELF-EMPLOYMENT

MODERATOR, JOURNALIST EVENT, TV, DIGITAL (Selection)

11/2004 - today

- **Kingfluencers** - Project Live-Commerce
- **Motorvision TV - Sport channel**
- **SRF "Die gesunde Schweiz"** - **Health channel**
- **Radio Energy** - **News**
- **n-tv "Gipfelstürmer"** - **Travel channel**
- **Sport 1 (DSF)Samstag Live** - **Sport channel**