

# SARAH BAGEL

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**Senior communications professional with extensive experience in strategic communications for emerging non-profit organizations, media management, and content production.**

## KEY ACCOMPLISHMENTS

- Shaped the overall communications strategy, corporate design, and messaging of an international non-profit organization, contributing significantly to its rise from a start-up to an internationally acclaimed leader in the field of sport for social development.
- Developed an international network of over 80 organizations and coordinated its internal communication.
- Created written and audiovisual content that sparked coverage in international media (e.g. Huffington Post, Financial Times Germany, Sports Illustrated) and convinced key influencers to become partners.

## PROFESSIONAL EXPERIENCE

***Freelance Communications Consultant*** *since Jan 2013*  
**Berlin, Germany**

- strategic communications, media and project management, content production
- sample clients: WASH United (coordination of a social project in East Africa), Tigerbytes GmbH (coordination of a pitch), AFFILITIX GmbH (copywriting for a start-up business plan)

***Pro-bono Communications Consultant, Spirit of Soccer and SALT Academy*** *Sep - Oct 2012*  
**Battambang, Cambodia**

- Consulted two local non-profits
- Media work, online communications
- Photo documentation and video production

***Head of Communications, streetfootballworld gGmbH*** *Jan 2010 - July 2012*  
**Berlin, Germany**

- Led strategy development, creation of corporate design, messaging and marketing materials
- Executed internal communications for 40 staff members worldwide
- Created written and audiovisual content for a diverse global audience
- Developed company website and social media channels
- Achieved coverage in key international media and prepared several thought leadership events
- Managed a team of four staff members
- Guided company's overall growth as part of leadership team

***FIFA Media Officer, FIFA*** *Nov - Dec 2008*  
**Santiago de Chile, Chile**

- Coordinated all media activities at La Florida stadium during the FIFA U-20 Women's World Cup Chile 2008
- Facilitated press conferences
- Supervised a team of approx. 20 staff members and volunteers

***Communications Manager; streetfootballworld gGmbH***

*Sep 2004 - Dec 2009*

**Berlin, Germany & Bogotá, Colombia**

- Created an internal communication strategy for an emerging worldwide network of non-profit organizations
- Facilitated exchange between network members and created support products
- Developed and administered company and event websites
- Managed media activities at events

***Board Member, Berliner KommunikationsFORUM eV***

*Jan 2002 - Dec 2004*

**Berlin, Germany**

- Coordinated a team of 40 students
- Oversaw six major projects simultaneously with a total yearly budget of 250,000 EUR
- Represented the organization's interests to the public
- Responsible for media work for various events

**EDUCATION**

**Diploma in Strategic Communication and Planning (equivalent to M.A.)**

Universität der Künste Berlin and Universitat Autònoma de Barcelona

Berlin, Germany / Barcelona, Spain

2000 – 2006

**LANGUAGES**

|                |                       |
|----------------|-----------------------|
| <b>German</b>  | – native language     |
| <b>English</b> | – near-native fluency |
| <b>Spanish</b> | – near-native fluency |
| <b>French</b>  | – intermediate        |

**OTHER QUALIFICATIONS**

Proficient in Microsoft Office programs, Adobe Creative Suite (Photoshop, InDesign) and content management systems (Plone, Typo 3 and others); basic knowledge of C, HTML and CSS

**INTERESTS**

Classical piano, languages, hiking, ashtanga yoga (certified yoga teacher)

**References available upon request.**