

BERTRAND TAPPOLET

Effective | Autonomous | Energetic

28 years of experience, of which 18 in communication

COMMUNICATIONS AND PUBLIC RELATIONS OFFICER

As a professional in communications and public relations, I am adept at promoting cultural activities, productions and events using the most appropriate tools. I create links between clients and target audience.

Core Skills

- ✓ Developing communication and promotion strategy (administration and budget) for cultural institutions
- ✓ Very good knowledge of the media and their expectations
- ✓ Creating engaging web and social media content
- ✓ Acting as arts educator (theatres, museums) for general public
- ✓ Perfect knowledge of written and spoken French, advanced user of spoken and written English and permanent training in German
- ✓ Rewriting of texts and speeches that are perfectly adapted to the prioritized targets
- ✓ Participation in the drafting of various institutional reports with a strong proposal for the most appropriate articulation and form possible
- ✓ Producing press releases and kits (media, pedagogical, corporate...), program brochures, flyers and leaflets
- ✓ Sourcing and analyzing information to produce concise, factual or analytical texts on any cultural and social topic
- ✓ Establishment and monitoring of partnerships
- ✓ Personality combining dynamism, seriousness, autonomy and great curiosity

Professional Experience

2008-2016	Théâtre des Marionnettes de Genève
2003-2008	Théâtre de Carouge
2003	International Museum of the Red Cross and Red Crescent, GE
2002-2003	Department of Cultural Affairs – State of Geneva
2002	Musées d'art et d'histoire, Ge
2001-2003	Choreographers, Theatrical Companies, GE
1998-2000	Théâtre du Grütli, Ge

Other Professional Experience

Professionally registered Journalist

- ✓ Covering a range of social and cultural subjects: Photography, cinema, dance, theatre, literature, music, visual arts
- ✓ Strong analytical and summarizing skills
- ✓ Recognized as expert in evaluating cultural productions, particularly contemporary dance
- ✓ Ability to grasp the issues conveyed by an artistic production and write the article in a clear and attractive way, in the form of information, comments, criticism, editorials



Swiss

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Driving licence

LANGUAGES

- French (native speaker)
- English (C1-Certificate in Advanced English)
- German (B1)
- Italian (B1)

COMPUTER SKILLS

- MS Office ★★
- InDesign ★
- Photoshop ★
- WordPress, Wix, MailChimp ★
- Facebook, LinkedIn, Twitter, Instagram ★★

HOBBIES

- Trekking medium mountain, badminton and swimming
- Contemporary Dance

- 2018 Journalist at *Geneva Business News* and *Leprogramme.ch*
- 2006-2018 Journalist associated with the cultural section of *Le Courrier*
- 2003-2018 Journalist and member of *Gaucheبدو* editorial board
- 1991-2018 Collaboration in several publications with some 3000 articles and interviews published on the living arts scene: cinema, visual arts, photography, video, literature, and festival monitoring. Thus for *La Cité*, *Swissinfo*, *Scènes Magazine* (1991-2016), *Le Phare* (Swiss Cultural Center-Paris), *Théâtre/Public*, *Le Journal du Grü*, *Le Journal des Bains* and collective works. Publication of cultural criticisms on *Geneveactive.ch* (2009-2016)
- 2011-2016 Expert and member of the Dance Commission for the creation of the Cantonal Service of Culture, Ge
- 1984-2008 Radio host and journalist (Radio Zones), Ge

Training

- 2017-2018 DAS in Digital Public Relations. University of Geneva (in progress)
- 2017-2018 Prerequisite in Master of documentary information, HEG-Ge
- 2017 Certificate in Advanced English, Ge
- 2010 Certificate of Advanced Studies HES-SO en Corporate Communications ((Swiss Institute of Public Relations))
- 2003-2018 German and English courses. Photoshop Training, InDesign, Power Point, Excel, Photos-Shooting, Video (editing), Ifage, UPG, Cultural activities-Unige
- 1999 Certificate in Written Communication Techniques, Unige
- 1999 Master in History. A General History, B English, C Political Science, University of Geneva
- 1986-2017 Radio Internships - info cultural, technical, editing, interview practice, voice, video, cinema and photo

Latest publications

- 2018 [Bientôt tous mi-Hommes mi-robots](#)
[Le Grütli en mode soutien aux Compagnies](#)
[Saint-Gervais entre impertinence et ludisme](#)

Other articles

- 2016-2018 [Théâtre, danse, cinéma, photo, musique, portraits, les unes, littérature : *Le Courrier*](#)
[Photo, cinéma, musique, danse, théâtre, littérature : *Gaucheبدو*](#)