

MONIKA BÖHM-FANDIÑO

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TV PRODUCTION, PR AND MEDIA PROFESSIONAL

Enthusiastic and creative global TV producer and PR and Media Consultant with over 20 years of wide-ranging knowledge of TV, media and video projects from inception to completion. Demonstrated ability to achieve objectives within strict deadlines. Excellent organizational and communication talents; solid skills in improving productivity and efficiency.

AREAS OF EXPERTISE

- TV and Video Production
- Strong communications skills
- Strong management skills
- Conduct of exclusive Interviews
- Excellent researching skills
- Coverage of breaking news
- Event Organization
- Soccer World Cup Coverage
- Coverage of Sports, Human Interest, Entertainment events
- Fluent in German and English
- Sufficient in French, currently learning Spanish

PROFESSIONAL EXPERIENCE

FOUNDED VIVA-ACTION – FORMER MB MEDIA SERVICES

AUGUST, 1998

TV PRODUCER, JOURNALIST, PUBLIC RELATIONS, AND MEDIA CONSULTANT

1998 – PRESENT

VIDEO PRODUCTIONS FOR CORPORATIONS AND INDIVIDUALS FOR THEIR WEB AND SOCIAL MEDIA APPEARANCE

RTL TELEVISION, RTL2, ZDF, VOX, ZDF (GERMAN TV NETWORKS), UNIVISION NETWORK, USA, AND BUNTE PUBLICATION (GERMAN ENTERTAINMENT MAGAZINE)

- Oversee productions such as the German Reality Shows: “USA the first time” for ZDF/KIKA (Children and Teenager Program), “Die Geissen’s a millionaire family visiting Florida,” “Annina goes Miami,” and “Family Reimann traveling from Texas to Florida” for RTL.
- Generate and report news stories, human interest pieces, sports, and red carpet events
- Conduct exclusive interviews with celebrities such as Barry Gibb, Celine Dion, Ricky Martin and Katy Perry
- Produce and coordinate the German literature show “Das Blaue Sofa” for ZDF Television

UNIVISION NETWORK MIAMI

- Served as Entertainment Producer during the duration of the 2006 FIFA World Cup Germany
- Deliver research, coordinate and produce cultural and entertainment packages from Germany
- Produced 18 stories for Univision Sports, that aired nationally during the live transmission of the most popular sports event in the world

LOTUS HOUSE WOMEN SHELTER, MIAMI

- Volunteer as Media Coordinator for the women’s shelter
- Raised over \$545,000 for the shelter through unprecedented media coverage

GABC, GERMAN AMERICAN BUSINESS CHAMBER, MIAMI

- Executive Director - Raised the membership from 60 to 250 members (2001 – 2008)
- Planning and Organizing of fund raiser, business and social events

- Board of Director

PROFESSIONAL EXPERIENCE CONTINUED

INTERNATIONAL TRADE AND EXHIBITIONS (I.T.E. GROUP), LONDON, UK (1993 – 1998)
GIMA, GESELLSCHAFT FÜR INTERNATIONALE MESSEN UND AUSSTELLUNGEN, HAMBURG, GERMANY

DIVISIONAL DIRECTOR / MEDIA COORDINATOR, LONDON, UK (1997-1998)

- Managed all 15 employees in the Development Division
- Researched fresh markets for trade shows
- Organized and promoted trade shows in the United Arab Emirates and Russia

DEPUTY MANAGER AND CO-FOUNDER OF GIMA, HAMBURG, GERMANY (1993 – 1997)

- Directed operations for the Society for International Fairs and Exhibitions
- Coordinated and executed trade shows in “emerging” markets such as the United Arab Emirates, Vietnam, Russia, and Commonwealth of Independent States (CIS)
- Organized the first healthcare trade show in Vietnam showcasing 130 international companies
- Collaborated with government officials, business associations, and institutions

DIE WERBEAGENTUR FFF, LUTZ BÖHME PR AND IDEE PR, HAMBURG, GERMANY (1989 – 1993)
PUBLIC RELATIONS MANAGER

- Developed public relations and media strategies for three separate organizations
 - Promoted corporate image and clientele in order to secure revenue and maintain client bases
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EDUCATION & TRAINING

Degree in Journalism and Public Relations, Fachhochschule Hamburg, Hamburg, Germany

Master of Journalism and Communication

Akademie für Führung und Kommunikation (Academy for Management and Communications) Frankfurt, Germany

Certified Health and Wellness Coach, Institute for Integrative Nutrition, New York, NY

DISTINCTIONS

German American Business Chamber of Florida – Director
Peter London Global Dance Company – Director
Foreign Press Association - Member
Society of Professional Journalists – Member
Deutscher Journalisten Verein (German Journalist Association) – Member
FilMiami - Office for Film & Entertainment Miami – Member