



MICHAEL SCHOLZE

CONTACT

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LANGAGES

- French: Native
- English: C1 - Advanced
- Spanish: A2 - Elementary

PROFESSIONAL SKILLS

- Press releases and press kits writing
- 360° communication strategies
- Media monitoring and press coverage analysis
- Corporate and financial media relations
- Media training

SOFT SKILLS

- Creativity & curiosity
- Broad general knowledge
- Teamwork & management
- Client relations & interpersonal skills
- Prioritisation & synthesis
- Project management
- Calm under pressure & reactivity

TOOLS & SOFTWARE

- Cision / Datapresse / Meltwater
- Microsoft Office Suite (Word, Excel, PowerPoint)
- Canva
- Adobe (InDesign, Premiere, Audition...)
- Media monitoring tools
- AI tools (ChatGPT, MS Copilot, Claude, DALL·E, Brandwatch)
- CRM & reporting tools

PROFESSIONAL EXPERIENCE

Senior Press Officer (Since March 2023)
SEITOSEI - ACTIFIN - COMMUNICATION FINANCIÈRE

- Financial and corporate media relations
- 360° communication strategy
- Media strategy analysis and recommendations

Journalist (Nov. 2021 to March 2023)
LE PÉLICAN - ST MAARTEN DAILY NEWSPAPER

- Sports Editor-in-Chief
- Print and web article writing
- Video shooting and editing
- Social media content creation

Spokesperson (March 2020 to Sept. 2021)
AGENCE WALLONNE POUR LA SÉCURITÉ ROUTIÈRE (AWSR)

- Press release writing
- Event organisation (road safety campaigns)
- Media relations & communication support
- Editor for the TV programme "Contact"

Journalist (Sept. 2015 to March 2020)
RADIO TÉLÉ BELGIQUE FRANCOPHONE (RTBF)

- News reporting and feature production (TV & radio)
- Live reporting
- Sports show host & presenter

EDUCATION

University of Liège (Belgium)
MASTER'S DEGREE IN JOURNALISM - CLASS OF 2015

Haute Ecole de la Province de Liège (Belgium)
BACHELOR'S DEGREE IN COMMUNICATION - CLASS OF 2011

Athénée Royal of Waremme (Belgium)
GENERAL SECONDARY EDUCATION - SCIENTIFIC TRACK - CLASS OF 2007