

# Curriculum vitae



Martin Pütter, lic. phil. I

**Journalist; editor; communications manager**

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Born 22 July 1958

In Cologne (Germany)

Nationality German (moved to Switzerland in 1966)

Work permit C

## At one glance

### Core competencies

Research  
Analysis  
Summary  
Editorial  
Editing  
Proofreading  
Translation (E>G/G>E)  
Design/layout (print/online)

### Experience

Linguist (Lic. Phil. I)  
Journalist (with entry in professional register)  
Editor  
Media Relations & PR-Manager  
Production/layout print products  
Social media

### Character

reliable  
trustworthy  
precise  
loyal  
wide range of interests  
affable

### Career

Journalist (from Basler Zeitung to  
Neue Zürcher Zeitung, et. al.)  
Editor (BaZ)  
Foreign correspondent (London)  
Editor Communications (pwc)  
Author/translator (The Basel Journal)  
Head media / PR (various sports governing bodies &  
sports clubs)

## Professional career

11/2011 - today

### Writer/editor/translator; The Basel Journal

- Writing features (Eng & Ger) about Basel
- Translations Eng>Ger and Ger>Eng
- Editing & translating texts for print and online edition  
Successes: several cover stories;  
prize-winning article for specialist magazine;  
in charge of online edition since 03/2014

03/2016 – today (concurrently)

### Staff writer for fishing magazine “Petri-Heil”

- Writing features about fishing in the Basel area
- News articles about fishing in the Basel area

02/2014 – today (concurrently)

### Translator/designer, Marketing, artax Fide Consult AG

- Translating newsletters (Ger>Eng) and other texts (e.g. proposals)
- Proofreading/editing newsletters (Ger)

04/2011 – 02/2014

### Head Communications / Manager Media Relations (pro bono); Fédération Suisse de Rugby (FSR)

- First port of call for media enquiries
- In charge of press releases  
Success: raising awareness for rugby (a fringe sport in Switzerland) among Swiss media

08/2012 – 04/2013

### GGG Stadtbibliothek Basel

- Support communications
- support logistics; supervision  
Success: co-production annual report

02/2007 – 11/2010

### Editor Communications; PricewaterhouseCoopers AG Zürich

- Head In-House Communications and Style Guide
- Writing specialist articles (Ger & Eng), print and online
- Ghost-writer for CEO pwc Switzerland
- Text translations (Ger > Eng / Eng > Ger)  
Success: style guide, from project status to 3rd edition

08/1995 – 08/2006

### Foreign correspondent in United Kingdom, London

- Der Bund, Bern (1995 – 2002)
- Der Tagesspiegel, Berlin (1995 – 2001)
- Neue Zürcher Zeitung (1995 – 2006)
- Deutsche Presse-Agentur (1997 – 2004)  
Successes: coverage of Labour party election victory (1997, 2001, 2005); Scotland referendum (1998) and Scottish Parliament elections (1999); Rugby World Cup 1999; Interviews with leading politicians and sports stars

06/1988 – 12/1994

### Journalist; Basler Zeitung (Sports desk)

- Current news articles, background reports
- page production, layout, captions  
(plus several years as freelancer before 1988; and until 06/2009)  
Successes: Coverage of national Swiss wrestling festivals 1989 and 1992, Handball World Cup 1986

## Education

- *Lic. Phil. I (degree equivalent to MA) in linguistics, German and English, University of Basel (year of degree 1990) Emphasis on professional jargons and specialist languages (concurrently already working as freelancer for Basler Zeitung)*
- *Matura (equivalent to A-level in UK), Gymnasium Oberwil/BL*

## Further training

- *Project management for executives (Athemia Zurich, 09/2008)*
- *Social Media Management (Somexcloud Zurich, 2014)*

## Experience abroad

- *08/1995 – 08/2006, London (cf. professional career)*
- *01/1994 – 04/1994, Napier University, Edinburgh, Scotland  
English Language Journalism*
- *09/1982 – 06/1983, University of St. Andrews, Scotland  
English & German Literature*

## Languages

- *German*                      *Mother tongue*
- *English*                     *Fluent (C2, close to mother tongue level)*
- *French*                      *Good written and spoken (B2)*
- *Swiss-German*            *level mother tongue*

## PC skills

- *Microsoft Windows*
- *Office suite: MS Office*
- *Joomla (CMS)*
- *WordPress (CMS)*

## Membership

- *LinkedIn*
- *Sportpress (Association of Swiss Sports Journalists)*

## Voluntary activities

- *Fédération Suisse de Rugby (FSR), referee (WR L2)*
- *RFC Basel, committee member 2008 - 2016  
(communications & PR, editor & content manager of club's website, press officer)*
- *Fischerei-Pachtvereinigung des Bezirks Laufen (FIPAL), including support for kids' fishing course*