

# CURRICULUM VITAE: Sonja Blaschke

Unit 1, 21 Holbrook Avenue, Kirribilli, 2061 NSW, Australia  
sonja.blaschke@gmail.com, 04 3717 3999, www.sonjablaschke.de, Twitter: @SoBlaschke

## IN SHORT:

---

- Versatile and multilingual journalist with over eight years' work experience in print, online and TV journalism in Europe and Japan
- Strong digital background as former Online Ad Operations Executive and current Digital News Editor for German and Swiss newspaper websites
- TV experience on/off camera as Line Producer in Japan and East Asia Correspondent for German TV
- Covers a wide range of topics in a variety of formats from quick current news stories to deeply researched background stories e.g. on social issues and science
- Expert in East Asia issues and good understanding of Asia-Pacific region after eleven years in Tokyo

## PROFESSIONAL EXPERIENCE

---

### Australasia correspondent, 2016/05-present:

- Moved to Australia from Japan to expand area of expertise within Asia Pacific region
- Spent four months in region between Perth and Darwin to research stories, e.g. on leukaemia research in Perth, aboriginal communities in Fitzroy Crossing and women in the Outback
- Going back and forth between Australia and Japan

### East Asia correspondent, 2009-present:

#### 1. East Asia correspondent for German-language media in Germany, Switzerland and Austria

- Covers wide range of areas like politics, social issues, business, role of women, science and natural disasters including Fukushima in 2011
- Writes news stories and features for newspapers, e.g. Neue Zürcher Zeitung (NZZ) am Sonntag, NZZ, Die Welt, Stuttgarter Zeitung, Rheinische Post, Wiener Zeitung, Ärztezeitung
- Writes stories for special-interest magazines, e.g. National Geographic, Japanmarkt (publication of German Chamber of Commerce and Industry Japan), Beef, Emma, Wunderwelt Wissen

#### 2. Digital News Editor

- In charge of www.nzz.ch, website of major Swiss newspaper Neue Zürcher Zeitung, during European night-time hours several times a month
- In charge of www.rheinische-post.de, website of Germany's second largest regional newspaper Rheinische Post, during European night-time hours several times a month
- Tasks: Prepares correspondents' copy for publishing, monitors wire services and produces articles and visuals for publishing online, distributes news via social media channels

#### 3. Television

- **East Asia Correspondent** (on camera) for major German broadcaster Deutsche Welle
- **Line Producer** for crews from German public TV stations ZDF, ARD (BR, SWR, 3sat) and German-French TV station ARTE in Japan (documentaries, news, science programmes)

#### 4. Author

- **Corporate Publishing**, e.g. Bulletin magazine (Credit Suisse), Rimowa suitcase worldwide catalogue 2016-17 in an exclusive tie-up with National Geographic Germany, Mercedes Benz Magazine 2016/11
- **Projects**: Recently updated and rewrote Tokyo edition of famous German guide book series "Marco Polo" (to be published in autumn 2017), wrote book about 150 years of friendship between Germany & Japan for German Embassy Japan (2011), wrote and updated "Japan Info" for German Chamber of Commerce and Industry Japan website (2009, 2015)

**East Asia Correspondent for German FINANCIAL TIMES (FTD), based in Tokyo, 2012:**

- Covered East Asian politics and business for major German business publication until cease of publication in December 2012

**Public Relations Officer for GERMAN ACADEMIC EXCHANGE SERVICE (DAAD) in Tokyo, 2010/06-2012/01:**

- In charge of DAAD Tokyo website (content, administration) and social media accounts
- Wrote press releases, event reports and newsletters on activities of DAAD in Japan
- Implemented new IT structure at DAAD Tokyo office

**Online Ad Operations Executive Asia Pacific for FINANCIAL TIMES (JAPAN) LTD. in Tokyo, 2007/01-2008/12:**

- From 2007/01: 3-month on-the-job training at global headquarter in London
- Implemented and managed online advertising campaigns on FT.com for clients in Asia

**OTHER PROFESSIONAL EXPERIENCE**

---

**Intercultural Trainer:** One-/Two-day trainings for foreign expatriates in Japan for ICUnet.AG in Tokyo, from 2007

**Business English teacher:** BERLITZ JAPAN, INC. in Tokyo, 2006-2011, teaching company employees (part-time)

**Project Assistant in Web Team (digital formats like podcasts):** 76.1 MHZ INTER FM in Tokyo, 2005/09-2006/02

**Sales Manager Software for multimedia software on POS/POI kiosk terminals:** FRIENDLYWAY AG (Munich, Germany), 2004/06-2005/06

**Online Editor of music company website [www.bmg.de](http://www.bmg.de):** BERTELSMANN MUSIC GROUP (Munich, Germany), 2001/09-2002/08, as working student

**Several internships** (up to 3 months each) in **news media, event organisation and music business**, 1996-2003

**SCHOLARSHIPS**

---

One-year Scholarship programme for young professionals from German government and HEINZ NIXDORF FOUNDATION (HNP) to gain work experience in Asia, 2005/03-2006/02

Scholarship from Japanese government for Europeans for three-week stay in Japan (2004)

**ACADEMIC BACKGROUND**

---

Postgraduate correspondence course completed with honours: **Journalism**, specialising in international relations  
FREIE JOURNALISTENSCHULE (Berlin, Germany), 2009-2014

Postgraduate studies aiming at PhD (not completed): **Media studies**, statistical methods (SPSS):  
LUDWIG-MAXIMILIANS UNIVERSITY (Munich, Germany), 2003-2004

M.A. in **International Business and Cultural Studies** with focus on Anglo-American cultural area; graduated with honours from PASSAU UNIVERSITY (Passau, Germany), 1996-2002

- Academic title: "Diplom-Kulturwirtin Univ." (equivalent to Master's Degree)
- 4-month semester abroad: Mount Union College (Alliance, Ohio, USA), 1999
- 2-month internship abroad: Warner/Chappell, Artist & Repertoire department (Madrid, Spain), 1999
- Final paper (M.A.) on music piracy in Germany and Great Britain

## **FURTHER SKILLS**

---

### **Driving licence for cars**

**First Aid** (latest course in Perth, May 2016)

**Media Law Australia** (MEAA course, April 2017)

### **Foreign Languages**

- German: native language
- English: very fluent (M.A. degree; TOEIC: 990 points)
- Japanese: fluent (JLPT 2 in 2008, 51% of highest level JLPT 1)
- Spanish: fluent (M.A. degree)
- French: business level (school-leaving exam; main subject of "Abitur")
- Chinese (Mandarin): advanced beginner (five-month stay in Taiwan in 2013 incl. language course)
- Italian, Russian: advanced beginner
- Latin: five years at school

### **Computer skills**

- Several years' experience working with CMS like Polopoly, Wordpress and Livingdocs
- Internet savvy including various social media channels
- Microsoft Office software, cloud services, photo software (Lightroom), ad management software

### **Membership**

- Member of Australian Media, Entertainment & Arts Alliance (MEAA)
- Regular member of Foreign Correspondents' Association of Australia and the South Pacific Inc. (FCA)
- Regular member of Foreign Correspondents' Club of Japan (FCCJ)
- Accredited with Japanese Ministry of Foreign Affairs
- Member of German journalist association "Deutscher Fachjournalisten Verband"

### **Interests**

Photography, travelling, exploring, food, music

## **REFERENCES**

---

Available upon request

Work samples in English and German available on personal website [www.sonjablaschke.de](http://www.sonjablaschke.de)

Sydney, 6 June 2017