



## Sinead Shannon – Roche

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Website	www.versa-versa.com www.shannonroche.com
Nationality	Belgian / Irish, born 30th January 1982

### PROFESSIONAL EXPERIENCE

2012 – present	<b>Versa Versa</b> , Brussels / Founder & Designer Belgian brand of interchangeable high-end handbags – <a href="http://www.versa-versa.com">www.versa-versa.com</a>
2010 – 2014	<b>Actress</b> , <a href="http://www.shannonroche.com">www.shannonroche.com</a>
2009	<b>Production Services Belgium</b> , Brussels / Production assistant Production assistant on set for the feature film "Potiche" by François Ozon
2009 -2011	<b>Instant News Production (INS)</b> , Brussels / Producer & reporter Production & reporter for the European Commission, missions all over Europe.
2006–2009	<b>Saatchi &amp; Saatchi</b> , London & Brussels / Project manager Central coordinator for Lexus Europe launch all over Europe – strategy, marketing, advertising
April 2005	<b>Reuters</b> , Rome / Reporter Reporter at the Vatican during Pope Benedict XVI election
April 2005	<b>CNN</b> , Rome / Reporter Correspondent at the Vatican alongside Richard Quest and John King. Covering Pope Jean Paul II's funeral
July 2003	<b>CNBC Asia</b> , Hong-Kong / Production Assistant Reporter for Vox Pops and intense anchor training with Bernard Lo. Assistant reporter to the producer and Bernard Lo (main anchor at CNBC)
July 2002	<b>The Jerusalem Post</b> , Jerusalem / Editorial assistant Assistant reporter to Bret Stephens (editor-in-chief) On-scene coverage of terrorist attacks
July 2001	<b>The Wall Street Journal Europe</b> , Brussels / Editorial assistant -Assistant reporter to Michael Gonzalez, editor-in-chief -Wrote and published a feature editorial piece "A different Kind of Bullfight."
Summer 1999	<b>BBC &amp; CNN</b> , London / intern

### LANGUAGES

<b>French</b>	Mother tongue
<b>English</b>	Mother tongue
<b>Italian</b>	Fluent (written, spoken)
<b>Spanish</b>	Fluent (written, spoken)

2002 - 2004  
2000 - 2002  
1995 - 2000  
1987 - 1995

**The American University of Rome** / Bachelor of Arts in Communications  
**Saint Louis University Madrid** / Specialisation in communication - journalism  
**International School of Brussels** / American high school diploma  
**Lycée Français Charles de Gaulle in London**

ACTIVITÉS

**Cinema**

Actress in « Rien à Déclarer » by Dany Boon - Role of escort woman  
Actress in « Potiche », by François Ozon - role of Mme Marquiset  
Actress in « Blackline Beirut », by Christian Johnston – role CIA agent

**Humanitarian work**

Morocco : aid worker at "Lalla Hasna" orphanage in Casablanca with new-borns  
MSF Belgium : Communication strategy & marketing for a new centre  
Distribution of meals for the homeless during Christmas, Belgium

**Sport**

Dance (ballerina 13 years), Salsa, horse-riding (12 years), tennis

**I love..**

Missions that make you surpass yourself  
To learn, discover, grow  
Old people wrinkled with stories  
Terraces, seeing people's lives pass by, hearing their stories that leave only but a trace of lipstick on their cup & dried coffee on their spoon  
When my heels get stuck in the paved streets of a Latin city  
Discovering a pot of Nutella in the back of a cupboard  
Brunches & seeing friends I love laugh together.

**I don't like...**

Liquorish  
To bite in lemon pips that fall into fruit salads & pretend to be eatable seeds  
Winter  
Cowards  
Bad manners  
To pretend

**I'm inspired by...**

Backstage.. of life, people  
Colourful journeys  
Details  
Unexpected moments  
The strength, determination, passion & talent of others

**I am...**

Passionate, curious, observant, creative, loyal, intransigent, stubborn, clumsy