

# Sinead

## Shannon - Roche

Passionate  
Actress  
Storyteller  
Presenter



*Belgian-Irish born in 1982*

*Fluent in French, English, Spanish, Italian*

*Bachelor of Arts in journalism & communications*

*American University of Rome*

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I entertain a real passion for storytelling, as an actress & reporter.

Over 8 years of experience as a journalist for major international television channels such as CNN, CNBC, BBC, Reuters, Wall Street Journal, Paris Match.

Entrepreneur at heart, I designed, created & launched my high-end handbag brand and developed marketing campaigns for several clients for Saatchi & Saatchi London.

Freelance international event organiser since 2018.

Red Cross volunteer since 2020. Creator & TV host for the series "Back to Basics" with the Red Cross.

## PROFESSIONAL EXPERIENCE

**Actress / [www.shineshannonroche.com](http://www.shineshannonroche.com)**

My passion for cinema & stories led me to become an actress, coached by renowned Jordan Beswick in Paris for 4 years.

Actress in the Spanish series l'Alqueria Blanca since July 2023. I also played in the films "Potiche" by François Ozon & "Rien à déclarer" by Dany Boon, as well as several TV ads. Cinema is simply, the love of my life.

**Reporter, presenter, storyteller, journalist / 2001 - present**

Meeting inspiring people, I go above and beyond to voice their stories, the most beautiful job in the world. My fascination for storytelling began as a 16 year old intern at the BBC London. I later became a freelance reporter for major international TV channels. I was published in The Wall Street Journal at 21 years old with a feature editorial piece on Bull Fighting. I trained as an anchor in front of the camera at CNBC Asia. I adapted quickly to high risk situations as a reporter for The Jerusalem Post in Israel during the second Intifada, covering terrorist attacks. Right in the centre of the Vatican Square, I covered the Pope's funeral & election as a correspondent reporter with Reuters & CNN in Rome alongside Richard Quest & John King. Since 2016, I do voice overs for EU Commission and Agence France Presse. In 2018, I worked for Paris Match France, starting with an exclusive and intimate interview with Claude François's secret daughter. Currently a TV host & creator of series "Back to Basics" in collaboration with the Red Cross & "Point of you" adoption series .

**International event consultant - manager / since 2018**

When Jean-Michel Lories, Villa Eugénie, Thierry Boutemy or Quique Dacosta offer me to manage some of their international events, I jump on the occasion. From A Coruña to Saudi Arabia (wedding of Marta Ortega and Princess of Saudi Arabia). I travel with the team to manage the logistics, Michelin star Chefs and the general organisation.

**Founder & Designer of Versa Versa / 2012 - 2018**

From scratch with a passion for creativity, I created, designed, launched and developed my Belgian brand of interchangeable high-end handbags, sold in 7 countries and more than 20 shops including Galeries Lafayette. I imagined the concept and conceived each collection from drawing to production, developed the brand's communication & marketing strategy and lead a team of 8 people. [www.versa-versa.com](http://www.versa-versa.com)

**Project manager Saatchi & Saatchi / 2006 - 2009 & Blitzworks in 2022**

I developed advertising campaigns and strategies for Lexus Europe. I was the central coordinator between Saatchi & Saatchi offices in London and Brussels as well as the main coordinator between all the Lexus marketing teams in Europe. I organised media planning, budgets, strategies and creative pitches for TV and print campaigns within a fast-paced international environment. Project manager for JB with Blitzworks.

**Volunteer work**

Volunteer at the Red Cross working with the homeless and refugees. Aid worker & volunteer at "Lalla Hasna" orphanage in Casablanca with new-borns. Communication & marketing strategy development for MSF Belgium's new training centre.