

Curriculum Vitae

Ernst-Heino Schaefer

(Born on October 12th, 1972)

Married to Fatou Sowe

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Career Objective:

Goal of my activities is the distribution of state of the art media- and communication services. These services are closely related to certain business sectors as there are water- and wastewater technologies, transportation, healthcare, IT and others. Working as a freelancer as well as an interim manager for small and medium sized companies, it is also possible to hire me for teamwork on large size corporation projects or as employee in these fields.

Experience:

2011 till now

- Self-Employed:
 - Verlagentur, Krefeld and The Gambia
 - agency for media- and communication-services
 - publishing-unit
 - public relations agency and marketing service unit

2007-2011

- ASAG Umwelttechnik (Autosafe AG), Neukirchen-Vluyn: marketing- and public relations in the field of sewer rehabilitation and coating, responsible to the chairperson:
 - Marketing
 - Design of online and “classical” marketing-campaigns
 - Implementing of these campaigns
 - Evaluation of success of the these campaigns
 - Public-Relations
 - Design of online and “classical” public-relation measures
 - Planning and writing of company- and product-news
 - Publishing these news

- Evaluation of success

2006-2007

- Viscomp GmbH, Düsseldorf (belonging to the Euroweb Group): keyword manager/online marketing.
 - Internet research on relevant keywords on customer's pages
 - Designing of Google-AdWords-campaigns
 - Keyword-management
 - Customer services related to these tasks, evaluation of campaign's success

2005-2006

- VVA Health Marketing GmbH, Essen - internship and volunteer: publishing
 - Magazine: 'First Class Health'
 - Congress: 'Health in Progress', marketing in medicine
 - Project: 'Healthcare Export', internationalizing of healthcare services

1999-2004

- Self-employed:
 - International business development, outsourcing of IT services, promotion (different business sectors, different companies, different locations)
 - Pro IT
 - Outsourcing of programming-services
 - ADAC
 - promoter for the biggest German automobile association
 - member information
 - Acquisition of new members
 - Staedler pens
 - Customer information
 - Lottery and promoting 'give aways'
 - And many more

Education:

1994-1999 and 2001-2004 University:

- Biology (without degree), University of Gießen
- Journalism and History (+ philosophy and germanistics as module), University of Gießen
- History, Philosophy, Media- and Communication Science, University of Mannheim

University Degree: **Magister Artium** (Mark: 1.8)

1982-1989

- Secondary School, Arndt-Gymnasium, Krefeld

1989-1993

- Secondary School, Gymnasium am Stadtpark, Krefeld

1978-1982

- Primary School, Buscherholzweg, Krefeld

Civil-Service:

1993-1994

- Mobile Hilfe, Paritätischer Wohlfahrtsverband, Krefeld
 - services for families with handicapped children

Languages:

- German (Mother-tongue)
- English (fluently)
- Russian (conversational)
- Wolof (Beginner)

Skills:

- Public Relations and Publishing (online and print)
- Marketing
- Sales
- Microsoft Office (Word, Power Point, Excel)
- Web-Design (Typo3, Joomla, WordPress, Adobe Photoshop, Video-Editing: AVS and Adobe Premiere)
- Driving license (3 (B))

Interests:

Music, Theater, Movies, Walking, Turf, Reading

Referees and certifications are available on request.

Sincerely,



Ernst-Heino Schaefer