

# CURRICULUM VITAE

*Jara Schreiber & Erik Pfauth*



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## Jara Schreiber M.A.

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### Profile

- Experienced in community-based tourism and sustainable tourism consultancy
- Effective analytical approach, good organizational and interpersonal skills
- High degree of adaptability and cross cultural understanding
- Hard worker, strong willingness to learn
- Skilled at learning new concepts quickly, working well under pressure, and communicating ideas clearly and effectively
- Willing and able to relocate anywhere

### Education

**M.A. Degree in Sustainable Tourism Management** 2008 -2011  
*Eberswalde University for Sustainable Development, Eberswalde, Germany*  
**Focus:** Ecotourism and Protected Area Management, Tourism in Developing Countries, CSR in Tourism, Sustainable Destination Management, Tourism Economics and Marketing, Education for Sustainable Development  
**Master Thesis:** Wilderness Camps as a means for Education for Sustainable Development and Tourism Attraction.

**Supplementary Studies** 2006  
*Université Paul Verlaine, Metz, France*  
**Focus:** French, Intercultural Management

**B.A. Degree in Comparative Cultural Studies** 2004-2008  
*European University Viadrina, Frankfurt (Oder), Germany*  
**Focus:** Socio Linguistics, Intercultural Communications.  
**Minors:** Economics, English, French

### Career History & Accomplishments

**Trainee, mascontour Tourism Consulting and Regional Planning, Berlin** 2010 -2011

- Worked directly with Chief Executive Officers, supporting various consultancy projects on national and international level.
- Responsible for Research and Reporting on CSR in Tourism, Sustainable Tourism and Poverty Alleviation, Institutional Change Management and Intercultural Communication/Stakeholder Dialogues.
- Attended workshops on Institutional Change Management and Sustainable Project Management.
- Held key responsibility for newsletter coordination and mailings, and PR tasks.
- Responsible of preparation of presentations on various topics concerning Sustainable Tourism.
- Researched new project acquisitions and assisted in preparing proposals.

- Tourism Advisor, Abraham Path Initiative, Bethlehem, Palestinian Territories** 2009-2010
- Worked directly with Country Coordinator, Local Partner Organisations and Communities.
  - Assisted actively in organisational strategic planning and establishing a strategic action plan.
  - Initiated and conducted a comprehensive situational analysis and feasibility study of the project.
  - Reserached and prepared an extensive source market analysis for Germany
  - Initiated and conducted a SWOT-Analysis with stakeholders from various villages cooperating in the community-based tourism project.
  - Created and established marketing materials and Press Releases.
  - Organised and coordinated walking tours.
- Study Project on Sustainable Destination Management Region Prignitz, Brandenburg, Germany** 2009
- Evaluated touristic infrastructure with regard on bike tourism in the region.
  - Conducted a market analysis and developed a comprehensive touristic vision.
  - Established a sustainable marketing plan.
- Work with Grassroots NGO, HELPO Foundation, Pune, India** 2005
- Handled administrative functions for the Chief Executive Director.
  - Assisted in village projects.
  - Established reports to track success stories and activities of the organisation.
- Intercultural Exchange, IJGD, Hamburg, Germany** 2004
- Held key responsibility and coordinated an intercultural camp with 11 participants from 7 nations.
  - Organised activities with regard on Global Education and Education for Sustainable Development.

### Specific trainings and skills

- Tourism Quality Coach "Service Quality Germany"
- Certificate "Global Education –The Human Rights Dimension"
- Microsoft Office
  - Word: Excellent
  - Powerpoint: Excellent
  - Excel: Very good
- Adobe Suite
  - Photoshop: Good
- Internet programming
  - Wordpress: Good

## Language Skills

	<b>German</b> <i>(Mother Tongue)</i>	<b>English</b>	<b>French</b>	<b>Arabic</b>
Reading		5	4	2
Speaking		5	3	1
Writing		4-5	3-4	1

## Memberships & Affiliations

- Member, Ecoclub.com
- Member, Society for Threatened Peoples

## Hobbies

- Sports: Yoga, cycling, hiking, and volleyball
- Travelling: Middle East, Oceania and Asia
- Art and Sewing

## Erik Pfauth M.A.

Elbestraße 16, 12045 Berlin, Germany

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### Profile

- Master in Sustainable Tourism Management with a focus on Ecotourism and tourism in developing countries. Study background in Geography and Economics.
- Enthusiastic and experienced in overseas travel and working (two months South-East-Asia, six months South Pacific).
- Working experience in a multinational tourism marketing organization; skilled in acquisitions and accessing new international markets as well as using social media for touristic products.
- Overlapping planning and economical project understanding.
- Extensive computer training, including knowledge of multiple networking environments and business software packages.

### Education

**M.A. Degree in Sustainable Tourism Management (ECTS: A)** 2008 - 2011

**Eberswalde University for Sustainable Development, Eberswalde, Germany**

**Focus:** Ecotourism and Protected Area Management, Tourism in Developing Countries, CSR in Tourism, Sustainable Destination Management, Tourism Economics and Marketing

**Master Thesis:** Criteria for Carbon Neutral Destinations

**B.A. Degree in Human Geography and Area Studies**

2005 - 2008

**Friedrich-Alexander University, Erlangen, Germany**

**Focus:** economic geography, communication and project management

**Minor:** Economics and Journalism

### Career History & Accomplishments

**Key Account and Public Relation Manager, atmosfair gGmbH, Germany** 2010 - 2011

- Worked directly with Operational Manager of this non-profit climate protection organization specialized in the interaction of tourism, aviation and climate change.
- Played key role in communicating with the world's biggest airlines: Prepared detailed proposals and emission reports regarding the development of airline-owned climate protection projects in developing countries.
- Researched and wrote marketing, financial and feasibility reports concerning new business acquisitions and acquisition prospects.
- Prepared marketing material and carried out carbon footprint analyses for medium- sized and large corporates.
- Held key responsibility in press office and communicated with scientific authorities.

**Marketing Intern, South Pacific Tourism Organization (SPTO), Fiji Islands**

2009-2010

- Researched and prepared extensive source market analyses for UK and Germany in order to help touristic SMEs in the South Pacific to enhance marketing measures.
- Used a Content Management System to maintain the web-portal continuously.
- Assisted in preparing and planning the Pacific Village at Expo and ITB 2010.
- Developed and carried out a comprehensive online survey of private sector members which formed the basis for rebuilding SPTO's strategy.
- Prepared and implemented two internal social media training sessions.
- Extensively studied the issue "Social Media and Tourism" and developed an integrated Social Media Marketing Strategy for SPTO and its members.

**Study Project on Sustainable Destination Management, Region Prignitz, Brandenburg, Germany**

2009

- Evaluated touristic infrastructure with regard on bike tourism in the region.
- Conducted a market analysis and developed a comprehensive touristic vision.
- Established a sustainable marketing plan.

**Planning Intern, Urban Planning Association Munich, Germany**

2005

- Assisted in Urban Planning Projects and prepared internal meetings.
- Took advantage of GIS skills (geographic information systems) and supported the team in digitalization of mapping the urban planning projects.

## Specific trainings and skills

- Tourism Quality Coach "Service Quality Germany"
- Microsoft Office
  - Word: Excellent
  - Powerpoint: Excellent
  - Excel: Very good
  - Access: Good
- Adobe Suite
  - Photoshop: Very good
  - Illustrator: Good
  - InDesign: Good
- Internet programming
  - CMS: Good
  - Html: Advanced

## Language Skills

	<b>German</b> <i>(Mother Tongue)</i>	<b>English</b>	<b>French</b>
Reading		5	4
Speaking		4	2
Writing		5	2

## Memberships & Affiliations

- Member, Ecoclub.com
- Member, The International Ecotourism Society
- Member, The Green Party, State Association Berlin

## Hobbies

- Sports: Cycling, hiking, soccer and pétanque
- Travelling: Oceania, South-East-Asia, Europe
- Cooking with fresh and local ingredients
- Climate and energy politics