

JUERGEN R. SCHREITER

based in Frankfurt am Main · Germany
M +49-170-380 41 08 · C +49-69-95909700 · j.schreiter@sms-frankfurt.de

experience

1989-present

SCHREITERS MEDIA SERVICE (SMS FRANKFURT) FRANKFURT, GERMANY
Founder and General Manager

Responsible for daily operations and strategy development of company, focusing on event management and sports, adventure tours

- Plan and execute international theme based events for 30-100 participants
 - Organize major sports events, including long-distance running, trekking, horseback riding themes
 - Offer tours in locations across Eastern Europe, Russia and Central Asia
 - Design and create merchandising for Oktoberfest events in the State of Hesse
 - Sponsored largest international running group event on the Trans-Siberian-Railway from Moscow to Beijing (*June 2010*)
- Consult in social media business application
 - Advise companies on how to most effectively use social media in advertising, networking and promoting brand loyalty
 - Provide competitive landscape analysis of social media usage
 - Develop and execute social media strategy for special events and promotions
- Provide graphic design and web based advertising solutions for corporate identity and event management
 - Design corporate and event logos
 - Design and create merchandising for the German rally serie "DRS" (2006), hosted by AvD (Automobilclub von Deutschland e.V. / German Automobile Club)

1989 JEGER-MOLL, DRUCK UND VERLAG BREITENBACH, SWITZERLAND
Typesetter – Provided typography services for newspaper, reproduction projects

1988 TYPOGRAM NEW YORK, NY, USA
Typesetter – Designed and produced corporate reports

1986-1988 TYPESHOP FRANKFURT, GERMANY
Responsible for building up and managing department providing Scantext 1000 Services
Projects included typography, offset stripping/film montage, proofreading, reproductions

education

1995 DESIGN WORKSHOP BY J. JOOP, SOMMERAKADEMIE BERLIN, GERMANY
Product design

1982-1985 TYPOBACH FRANKFURT, GERMANY
Typesetter
Completed training program and internship specialized in filmsetting, typography as well as laboratory/darkroom work

1981 GESAMTSCHULE BOCKENHEIM SUED FRANKFURT, GERMANY
High School Degree

awards and publications

ASIEN MAGAZIN, REISEN KULTUR WIRTSCHAFT (2012)
Journalism and photography for Uzbekistan report

European Design Annual (1999)
Print-/Merchandising campaign for German AIDS Association

personal

Successful participation in charity rally from Germany to Azerbaijan "Allgaeu-Orient-Rally", (2012)
President, International Running Association (2007-2010), Frankfurt
President and Trainer, Bergen-Enkheimer Running Club (1990-2000), Frankfurt
Language skills: German mother tongue, English fluent, Russian basics
Intercultural competence