

 www.dkrahl.com

 contact@dkrahl.com

 /danilokrahl



"I am an environmental communications professional and support green projects all around the globe. During the past decade, I have worked together with top-rated PR agencies, governmental institutions, NGOs and global player companies in 20+ countries worldwide. Detailed work experience is published at my company website www.dkrahl.com"

INTERNATIONAL WORK EXPERIENCE

- 06/2010 – current **Environmental Communications Professional Self-employed:** Visual design, digital communications and broader business comms services. Clients include governments, NGOs and public institutions in 20+ countries worldwide.
- 09/2009 – current **Renewable Fuels Regulators Club, European Union Secretariat:** Establishment, development and maintenance of a pan-European network of governmental institutions responsible for regulating bioenergy. Coordination of all communication activities, organising and conducting workshops for European Member States.
- 06/2009 – 05/2010 **Renewable Fuels Agency, UK's Independent Sustainable Fuels Regulator, St Leonards, UK Communications Specialist:** I built on the governmental agency's identity as a world leader on biofuel sustainability and maximised the effectiveness of the RFA's engagement with its stakeholders.
- 09/2008 – 12/2010 **One at a Time Foundation, Environmental NGO, Sydney, Australia Freelancer:** Environmental communications, including social media campaigns, online newsletter, visual communications, digital design and networking events.
- 09/2008 – 02/2009 **Edelman, Public Relations Agency, Sydney, Australia Freelancer:** Issues monitoring, media analyses, social media campaigns, media relations and digital design for agency's Corporate Practise. Clients included national and international profit and not-for-profit organisations, financial institutions and energy companies.
- 08/2007 – 08/2008 **Lufthansa German Airlines, San Francisco, USA Marketing assistant:** Focus on US West Coast marketing. Tasks included campaign development, internal and external communications, event organisation and digital communications.
- 05/2006 – 07/2007 **Hill & Knowlton, Public Relations Agency, Berlin, Germany Student trainee:** Energy policy related work for global player energy companies. Tasks included media monitoring, media analyses, media material creation, developing and conducting PR relevant in-house courses (digital communication seminars, visualisations for client presentation seminars).

- 01/2005 – 12/2005 **Groeling & Krahl Medienberatung GbR, Communications Agency, Berlin, Germany**
Partner: Focus on SME's. Services included digital design, website design, development of print media material and multimedia design.
- 04/2005 – 08/2005 **FHTW Berlin, University, Berlin, Germany** *Student assistant PR Department:* Responsible for preproduction, production and post-production of an image clip for the university. Production of online version and interactive image clip DVD.
- 2000 – 2003 **Sparkasse Freital-Pirna Savings Bank, Germany** *Advertising agent:* Apprenticeship in different fields of Corporate Communications Department, e.g. PR, advertising, youth marketing and sponsorship management. Obtained *advertising agent* title, certified by the German Chamber of Industry and Commerce.

EDUCATION

- 04/2006 – 03/2009 **FHTW, University of Applied Sciences, Berlin Germany** *M.A. Business Communication Management:* Finished master program with GPA 3.7 (B=very good). Extended skills in international public relations, strategic management and intercultural communications.
- 04/2003 – 03/2006 **FHTW, University of Applied Sciences, Berlin, Germany** *B.A. Business Communication Management:* Finished bachelor program with GPA 4.0 (A=excellent). Focused on public relations, communication management and digital design.

SELECTED PRO BONO WORK

- 01/2012 – 03/2016 **PANGEA Partners for Euro-African Green Energy, Brussels, Belgium** *Freelancer:* Online positioning, development of visual elements, website design, stakeholder database development, creation of knowledge collection, visual design for numerous print material such as reports, factsheets and position papers.
- 09/2008 – 12/2010 **Green Ambassadors, Environmental Education Organisation, Los Angeles, USA** *Freelancer:* Environmental online communications, including web design, content management and coordination of online communication with stakeholders.
- 09/2008 – 02/2009 **Oxfam Australia, Not-For-Profit Organisation, Australia** *Freelancer:* Online communications for Oxfam Australia with focus on digital social media campaigns, community building and Web 2.0 education courses.
- 08/2007 – 08/2008 **San Francisco Opera, Opera House, San Francisco, USA** *Volunteer service:* Preparing and serving snacks for performers and back-stage crew during performances and rehearsals.

ADDITIONAL SKILLS AND KNOWLEDGE

- Computer Professional skills in Photoshop, Dreamweaver, HTML, Typo3, Wordpress, database management, social media campaigns, Word, Excel and Powerpoint
- Languages German: native language; English: full professional proficiency; Spanish: full professional proficiency; French: limited working proficiency