



# Executive Summary

Dear Sir/Madam,

Thank you kindly for considering my resume for your organization.

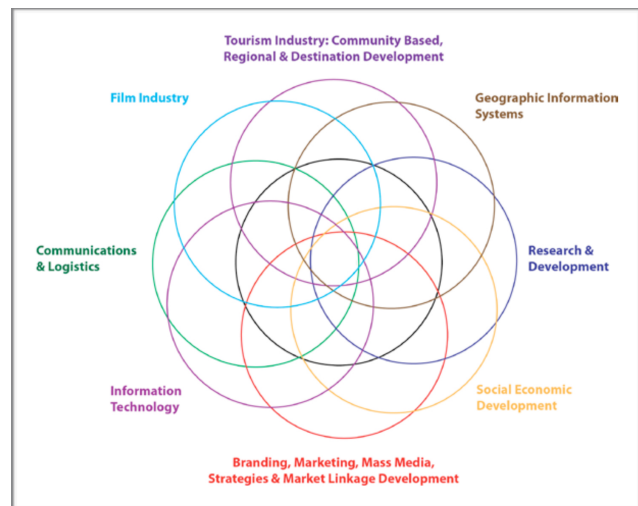
For the past two decades I have been professionally honing my multi-industry skills via international projects (20+ countries). I have managed countless projects in digital media and marketing, media productions, tourism and social economic development fields. This includes, but not limited to: research, development, project designing, planning, project implementation/management, film/TV production management, monitor and evaluations, geographic information systems (GIS) for social economic development (community based tourism, Geotourism, ecotourism and SME Development), business analytics towards local/international business linkage development/mobilization, human resource development/coordination, on/offline marketing, print/web/app development, social media, international business exhibitions and more.

For decades, international organizations, agencies and companies have contracted me for project management positions for the aforementioned; as I am known for maximizing measures to ensure success via a mixture of my skills and experiences backed by 15 years of "passed" due diligences (by top global institutions; World Bank, National Geographic Society, Ashoka's Changemakers, USAID, The Asian Foundation, etc.). For example, both business owners/development agencies have benefited from my abilities to further their initiatives via mixing my abilities (film, media, development, expeditions, etc.). When a mixture of my abilities are applied towards the development of supply/value chains across grass-roots, rural, provincial, regional, national and international levels - I have always fostered the advancement of public-private sectors; cross-industry node growth; project or production works; social economic competitiveness/stabilization of industries, associations, companies, etc.; even for simple production tasks as talent searches or location scouts. The diversity of my professional experiences could be highly beneficial towards any operational goals when considering the countless ways that my skills and experiences can be mixed and applied to a variety of situations to support both domestic and international initiatives; whether it be in easy urban environs or in extremely harsh winter desert conditions in remote regions of the world.

In the past decades, my clientele list (depending on projects) extends from amazing professionals, domestic and international agencies, organizations and companies that include the United States Agency for International Development (USAID), National Geographic Society, Swiss Development and Cooperation Agency (SDC), World Bank, CBS's Emmy and DGA<sup>1</sup> Awarded "The Amazing Race<sup>2</sup>" (WRP), I I Media Productions and many more.

As for geographical relocation, I am more than willing to relocate anywhere around the world for temporary, long-term and/or permanent assignments. Though I desire to become apart of a larger team, I am completely acquainted with small teams/solo environs/lifestyles. As for time availability, I am completely open to any short-term and long-term offers starting January 2017.

Sincerely,  
Mr. Zanján Fromer  
Zanján-Fromer.com



<sup>1</sup> The Directors Guild of America Awards are issued annually by the Directors Guild of America.

<sup>2</sup> The Amazing Race is an American reality game show in which typically eleven teams of two race around the world.





**Areas of Expertise:**  
**20+ Years International Experience 100s of Projects**

1) <b>Digital Media and Marketing</b> Websites, Social Media, International Exhibitions, etc.	2) <b>Film and TV Industry</b> Production Scouter, Fixer, Producer and Filmmaker
3) <b>Travel, Tourism and Hospitality Industry</b> Community, regional, national and international	4) <b>Social Economic Development</b> Research, Planning, Project Management, Monitor and Evaluation, etc.

**Multi-Industry Skills; Brief Inventory List**

**Digital Media and Marketing:** market research and analysis ♦ business analytics ♦ product development ♦ product marketing ♦ content management ♦ email marketing ♦ graphic design ♦ marketing communications ♦ marketing management ♦ online marketing ♦ project management ♦ search engine marketing (SEM) ♦ search engine optimization (SEO) ♦ social media marketing ♦ social media campaigning ♦ strategic marketing ♦ web analytics ♦ web content management ♦ web development ♦ internet marketing **Film/Photography Editing, Audio Editing, Graphic Designing:** Adobe: Premiere, After Effects, Illustrator, Photoshop, Indesign ♦ Apple Final Cut Pro ♦ SoundForge ♦ ACID **Film and TV Production Management:** scouts ♦ pre-production (budgets, calendars, locations, talent, etc.) ♦ production management ♦ videography ♦ photography ♦ fixer ♦ producer ♦ post production video editing ♦ soundtracks ♦ wrap-ups **Travel, Tourism and Hospitality:** global, regional and localized research/planning/development ♦ community based tourism development ♦ regional development ♦ geographic information systems (GIS) ♦ expedition planning and management ♦ expedition driving and navigation ♦ general management ♦ product development ♦ destination development and marketing ♦ market analysis ♦ branding ♦ business linkage development ♦ networking, communications and logistics ♦ public-private partnerships ♦ monitor and evaluation (level of effort, return on investment, etc.) ♦ program analysis ♦ regional analysis (mapping of social economic value and supply chains) and reporting ♦ feedback analysis and reporting ♦ business and geographic expansion ♦ crises/emergency management ♦ customer relations and trainings **Social Economic Supply and Value Chain Mapping:** transitional development ♦ competitiveness ♦ research and surveying for Geographic Information Systems (GIS) mapping ♦ databasing ♦ general business analytics ♦ map local and regional supply chains ♦ map social economic flows, trends, nodes and constraints along a given industry and/or cross-industry linkages ♦ map micro and macro economic environments for strategic business planning ♦ development ♦ investment ♦ policy recommendations ♦ social economic development ♦ business development ♦ tourism development ♦ film media awareness

**Testimonials**

**Barry Hennessey** - Senior Field Producer, CBS's The Amazing Race; DGA and Emmy Awarded  
*"Zanjan and his team provided top notch creative and logistic support for an episode of "The Amazing Race" for CBS. His creative problem solving and fast thinking helped us get through some very tough situations and in the end added one of the more memorable episodes to an Emmy and DGA award winning season."*

**Alan Saffery** - Private Sector Development Consultant; Competitiveness and Economic Development  
*"Zanjan's creativity ensures delivery of high quality, professional media work that stands out. Always willing to take on a new challenge, he thrives on problem solving and new approaches."*



## Milestones: Short-List of Achievements, Recognitions and Honors

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2016	ITB Berlin and WTM London; exhibited (internationally famed business exhibitions)
2016	Guest Speaker at WTM London's Responsible World Tourism Day
2015	ITB Berlin and WTM London; exhibited
2015	Awarded "Ministerial Gold Star of Leadership"; Mongolia's 2nd Highest Medal of Honor
2014	ITB Berlin and WTM London; exhibited
2014	Adventure Travel Show London; exhibited
2014	Hong Kong International Travel Show
2014-Present	<a href="http://Zanjan-Fromer.com">Zanjan-Fromer.com</a> @Adventure-Studio.com (Fixer, Producer, Designer, Consultant)
2014	<a href="#">Certified Member of the American Society of Travel Agents (ASTA)</a>
2013	ITB Berlin and WTM London; exhibited
2013	Rough Guides <a href="#">Meet the Locals - How to Immerse Yourself on Your Local Travels</a>
2012	COTTM Beijing, China; exhibited ( <i>international travel exhibition</i> )
2012	National Geographic Society's " <a href="#">World's Best Travel Experiences</a> " Book
2010	National Geographic Society ' <a href="#">World's Innovative Travel Entrepreneurs</a> ', Press Release
2009-10	National Geographic Society's Geotourism Challenge "Power of Place" Sustaining Future Destinations <a href="#">Top Ten Global Finalist Certificate</a> from over 160 countries
2010	National Geographic Society – Washington D.C. Geotourism Ambassadorship Training <a href="#">Geotourism Ambassadorship Certificate</a>
2010	WHL Travel's Urban <a href="#">Adventures Award</a> First Place Award
2010	Tour Dust <a href="#">Scholarship Award</a> First Place Award
2009	Top 10 Global Finalist, National Geographic Society <a href="#">"Power of Place" Geotourism Challenge</a>
2009	National Geographic Society's <a href="#">Weekend Broadcast</a>
2007-14	Lonely Planet Mongolia and Trans Siberian Guide Books <a href="#">"...most innovative tourism concept in Mongolia, ...top of every traveller's wish list..."</a>
2007	<a href="#">UNESCAP - 63rd Session</a> GER to GER Official Case Study - Page 14
2007	USAID/Mercy Corps International – GER to GER Dundgovi, Mongolia
2007	NBC UNIVERSAL STUDIO/Syfy Channel "Destination Truth", Country Production Fixer
2006-Present	<a href="#">Official Partner of Give2Asia</a> USA501c3
2006	National Geographic Society Washington D.C. Museum's Center Piece Film: "Rebirth of Mongolia's Traditions" Filmmaker
2005-Present	<a href="#">GER to GER</a> ( <a href="http://www.GERtoGER.org">www.GERtoGER.org</a> ) Agency and Foundation Founder From 2003-05 I authored and later in 2005 founded the GER to GER Geotourism <sup>3</sup> Foundation and Agency. Today, GER to GER extends over Mongolia with over 40 community travel routes and community ecotourism products across Mongolia with a global market visibility exceeding 80% of the world's geography. GER to GER has received recognition from National Geographic Society, Ashoka's Changemakers, WHL Travel, UNESCAP, Lonely Planet, <a href="#">Give2Asia.org</a> , etc. In February 2010, as the Founder and Top Ten Global Finalist, National Geographic Society invited me to attend Global Geotourism Summit and International Geotourism Ambassadorship in Washington D.C. to which GER to GER became an Affiliate of National Geographic Society.
2005	Swiss Agency for International Development – GER to GER Project Founder
2005	CBS's " <a href="#">The Amazing Race</a> " Country Production Fixer - Emmy/DGA Awarded Season
2005	World Bank Mongolia – Multi Industry Competitiveness Survey, Research and Analysis for Business Climate Report, Project Manager
2004	USAID/CHF's Ger Initiative (now known as Global Communities) Project Manager/ Filmmaker of over 16 short films about community initiatives across Mongolia.
2003-Present	<a href="http://Adventure-Studio.com">Adventure-Studio.com</a> (Digital Media, Marketing, Film and TV) Owner
2002	The Historic 2002 BIT Milan, Italy International Travel Exhibition – One of Two Official Mongolian Tourism Association/USAID Organizing Representatives ( <i>the other official representative was Michelle Morgan, C.O.P. of the USAID funded The Competitiveness Initiative</i> ) – 1st time in Mongolian History that "Mongolia" participated in an International

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<sup>3</sup> Geotourism is defined as tourism that sustains or enhances the geographical character of a place—its environment, culture, aesthetics, heritage, and the well-being of its residents.



	Travel Exhibition and marketed itself as a “Country Destination” since opening its doors to the world as a democracy in 1989.
2003	Honored by Mongolia’s Tourism Association for Contributions made towards the Development of Mongolia’s Tourism Industry; 2000-03 United States Agency for International Development (USAID) funded The Competitiveness Initiative.
2000-03	United States Agency for International Development - The Competitiveness Initiative mass-media specialist, filmmaker, on/offline multi-industry destination marketing for Mongolia’s meat, tourism and cashmere sectors – 100s of projects
1998-99	USAID/Mercy Corps International – Mongolia Gobi Initiative, GIS of watersheds
1996	Mongolian Association for Conservation of Nature and Environment – Snow Leopard and Gobi Bear Conservation Project Liaison/Support
1995	Mongolian Alternatives Center - UN Convention: Rights of the Child
1992-94	Alaska Sightseeing Cruise West - Shore Assistance, Deckhand, Prep-Chef

## Other

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**Global Travel:** 20+ Countries

**Languages:** English and Mongolian (though I have studied some other languages)

**Personal Hobbies:** Martial arts/weight training, movies, music, photography, expeditions, BBQs, cabins, enjoying chill out time...

**Personal Safety:** Experienced.

