

Trent zum Mallen

Profile

Fifteen years' professional international experience extending from journalistic activity to project management, marketing and event coordination, speaking engagements and establishing and running a company (CreativeMind). Multilingual: Fluent German, English, Russian, and Italian. Very diversified (please refer to Special Activities section) self-starter with strong organization and communication skills.

Experience 2003-Present *CreativeMind Network* Berlin, Germany

Director and Founder

- Epoca Communications and Project Management www.epoca.us
- BÜRGERwirken Berlin (Social Business) www.buergerwirken.de/berlin
- CreativeMind Translation – Translation Services
- Concept and project management for the global Social Bill Initiative at GEXSI (Global Exchange for Social Investment) www.gexsi.org
- Consulting for the establishment of a donation portfolio for “Amici della Biennale” in Venice, Italy
- Concept and project management for the think tank “Atlantic Initiative”, Editor in Chief www.atlantic-outlook.org
- Concept and project management for “European Cultural Parliament”
- Concept and project management for own foundation “Abundance to the Power of Love”

2000–2001 *KPN – Planet Internet* Berlin, Germany

Producer, Vice Editor in Chief

- As a launching team member made fundamental contributions to establishing Royal Dutch Telekom's subsidiary Planet Internet Germany GmbH as a major player in the German ISP market within one year
- Portal concept, marketing strategy, content acquisition, graphic design (templates), Content Management System development and maintenance
- Hired editorial staff, establishing Service Level Agreements and modus operandi with developers and IT operations
- Managed development resources and content manager workflows

1997–1999 *U.S. Embassy Germany* Hamburg, Germany

Public Diplomacy Program Coordinator

- Assisted in developing program for State Department's Northern European Initiative, which encompasses the U.S.'s foreign policy objectives in the Baltic Sea Region with reference to Security, Economic issues and the Environment
- All aspects of organizing a series of diplomatic conferences, i.e. creating conference concepts, determining keynote speakers, maintaining press contacts, drafting press releases, selecting attendees and follow up reporting to headquarters in Washington
- Frequent speaking engagements and seminars on foreign policy objectives and U.S. cultural/political issues
- Support for the Amerikahaus/Amerikazentrum and Consulate Information Resource Center, Congress-Bundestag Youth Exchange Program, International Visitor Program

1996–1997 *Deutsche Welle tv* Berlin, Germany

Television Journalism

- Created news and human-interest pieces
- Picture editor for news broadcasts
- Voice-overs

1994–1995

St. Petersburg Times

St. Petersburg, Russia

Print Journalist/Editor

- Wrote articles and topical series on politics, culture and current events
- Edited daily supplement of the *St. Petersburg Times* covering the 1994 Goodwill Games in St. Petersburg, Russia. Supervised assignments, article selection, layout and distribution logistics

Education

University of Hamburg Hamburg, Germany

- M.A. International Relations, M.A. Journalism
- Minor: Slavic Studies (Russian)

Arizona State University Tempe, Arizona

- B.A. Political Science, German
- Graduated Magna Cum Laude

Moscow Institute of International Relations, MGIMO Moscow, Russia

- Certificate: Russian National and Foreign Policy

Special Activities

- Editing of book "Zen and the Art of Blue" by Gunter Pauli
- Coordination of book "Financing the Future, Innovative Funding Mechanisms at Work", Terra Media Verlag for the Vision Summit in Berlin www.visionsummit.org
- Executive seminar "Global Public Policy", Hertie School of Governance
- Director British-German Forum Alumni Association, Young Leaders Program of the British Embassy, Berlin
- Manfred Wörner Seminar Fellow 2005
- International Director, Junior Chamber International, Berlin
- Bundestag Know How Transfer 2005 in the office of Hans-Ulrich Klose MP
- Initiator and Manager of Twinning Program Berlin-Moscow Junior Chamber International
- Concept for "Breaking the Ice", a peace expedition for Extreme Peace Missions
- One Year Sabbatical 2001/2002 – work/travel in India, The Middle East, Africa and North America
- Polling Center Supervisor and Manager for the OSCE/UN during elections in Prizren, Kosovo, October 2002
- Organized two-week lecture tour of India for renowned neurological specialist Dr. Pravin Kothari
- Coordinated Kamchatka dance group's tour of Spain during Feria 2002 for the Fundacion Cultural de Zaragoza
- Coordinated fact finding mission in Ukraine (Chernobyl) for the Council of Europe under the aegis of the Secretary General, Daniel Tarschys
- Managed Russian concert pianist, Alexandr Markovich
- Guest Speaker at academic symposium "Dissonance and Dialogue: Italy, Germany and Russia" in Forlì, Italy. Topics: "Political Education in Russia and the Russian Idea"
- Lead seminars explaining current affairs, social issues and the political system in the USA for the Staatspolitische Gesellschaft in Hamburg
- Contributed to CBS radio and television coverage of Moscow's 850th Anniversary Celebrations, September, 1997, in Moscow
- Assistant correspondent for CNN and RTL covering the SPD party campaign during the German federal elections in September, 1998, in Berlin and Bonn
- Supported staff at Washington D.C.'s Foreign Press Center (State Department) during the U.S. Midterm election of 1998
- Wrote screenplay for the feature film "Goldstein Variations," Sony Film Corporation
- Co-author/director and set manager for the short film "Das Rennen", August, 1996
- Wrote and directed documentary film "Hospital Train" in India, October 2001
- Participated in a consulting capacity in committee meetings of the Enquete-Kommission des Deutschen Bundestages zur Zukunft der Medien (Commission of the German Bundestag (Parliament) on the Future of the Media) drafting legislation regulating the new media
- Assisted in organizing and maintaining the archives of the Russian composer Alfred Schnittke at the

Sigorsky Verlag in Hamburg

- Member of the Berlin Historical Society
- Co-Organizer of a Case Study Trip (CST) in the Baltic States for the East West Working Group of AEGEE
- Erasmus/Socrates coordinator for University of Hamburg
- Conduct annual preparatory course for exchange pupils going to USA, Eurovacances, Hamburg