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 @s\_benkert

# Sebastian Benkert

Schaeftlarnstrasse 158/ 3. OG, 81371 Munich, Germany

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## \_Work Experience

<b>ARK Invest</b> New York, USA	<b>Director of Marketing</b> – Responsible for ARK's integrated marketing strategy and directions – In charge of marketing budgeting and planning – Coordinate internal marketing workflow according to compliance standards – Manage all of ARK's online activities – Establish strategic content distribution partnerships – Support company management and ARK's distribution/sales efforts	06/2014 – present
<b>Oestreicher+Wagner</b> Munich, Germany	<b>Project Manager and Sales</b> – Led corporate presentations and client pitches (i.e. MINI, Novartis) – Gave keynotes and trained clients in Abode Digital Publishing – Conducted media asset management projects (i.e. McDonald's Europe) – Developed digital publishing concepts for mobile devices (i.e. MINI, BMW Group) Note: Until May 2013, employed part-time for online communication and research	09/2011 – 05/2013
<b>Serum Network</b> Munich, Germany	<b>Junior Project Manager</b> – Developed digital publishing solutions for Apple iPad – Thesis project: "Digital Color Management on the Apple iPhone - Development of a professional color management application" (App Store: Colorconvert)	08/2010 – 08/2011
<b>Grasundsterne</b> Munich, Germany	<b>Media Consulting and Production Trainee</b> – Managed magazine production and print campaigns (i.e. SAP, HSE24) – Directed internal and external quality assurance for print production – Designed market research studies, presentations and briefings – Interacted intimately with customer service	06/2009 – 04/2010
<b>Syracuse University</b> Syracuse, NY, USA	<b>Project Manager at Information Technology Services</b> <b>Teaching Assistant</b> , Communications Law for Dean Joel Kaplan <b>Research Assistant</b> , Media Studies for Prof. Stephen Masiclat	06/2013 – present Fall 2013 Spring 201

## \_Entrepreneurship

<b>Regattable Inc.</b>	<b>Co-Founder   Marketing and Business Development</b> Hardware startup, building a portable catamaran sailboat that fits into two suitcases. – Developed a business plan for a sailing hardware startup – Built financial projections and valuations – Developed brand identity and product positioning – Raised funding for a first prototype stage	11/2013 – 03/2015
<b>Elbowroom</b>	<b>Co-Founder   Design and Communications</b> Student tech-startup building a people counting infrastructure through sensor-technology – Developed brand identity and marketing strategy – Designed initial application user interface – Established relationships with test businesses in Syracuse, NY – Helped navigate business strategy and financial projections	10/2012 – 08/2013

## \_Education

<b>Syracuse University   Syracuse, NY, USA</b> <b>S.I. Newhouse School of Public Communications, and</b> <b>Martin J. Whitman School of Management</b> Dual Masters: M.S. New Media Management & MBA (Fulbright Scholar)	07/2012 – 05/2014
<b>Munich University of Applied Sciences   Munich, Germany</b> Bachelor of Engineering: Print and Media Technology	10/2007 – 06/2011
<b>KTH Royal Institute of Technology   Stockholm, Sweden</b> Computer Sciences, Media and Graphic Arts (Term abroad as Erasmus Scholar)	01/2009 – 06/2009

## \_Skills

**Language Skills:** **German:** native | **English:** excellent oral, reading and writing | **Swedish:** basic skills

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro) | Adobe Digital Publishing | Microsoft Office |  
Wordpress | XML, HTML, CSS | Woodwing | Censhare

Media Strategy and Online Business: Panel Speaker at the annual Newhouse Media Management Seminar in NYC in 2015

### **Entrepreneurship:**

Co-Founder of tech-startup elbowroom, a people counting infrastructure | <http://getelbowroom.com>

*Note: Elbowroom exited.*

Co-Founder of a hardware startup Regattable Inc, worlds first portable hydrofoiling catamaran | <http://regattable.com>

*Note: Regattable was discontinued. Design and concept can be shared upon request.*

## \_Awards

<b>Beta Gamma Sigma</b> - International Honor Society for „Best in Business“	2014
<b>Raymond von Dran IDEA Award</b> with Elbowroom, High Tech Category	2013
<b>German Fulbright Scholar</b> for the United States	2012 – 2014
<b>Dean Scholarship</b> , S.I. Newhouse School of Public Communications	2012/2013
<b>Nominated for the “Print Stars 2011”</b> - Innovation Award of the German Printing Industry Category: Graduate Publications	11/2011

## \_References

Stephen Masiclat, Professor and Director | S.I. Newhouse School of Public Communications, Syracuse University  
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