

ZANJAN 'TIMOTHY' FROMER

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Professional Summary

I'm an intelligence-informed strategist, RED (Rapid Expeditionary Development) specialist, and global systems architect with **30+ years of impact** across government, nonprofit, Indigenous, media/marketing, and public-private sectors.

I've helped position Mongolia and other destinations for global visibility in the digital tourism space—transforming from zero online presence to **Top 10 Google SERP rankings with 100,000+ organic page views**. My work has supported national associations, companies, and governments to launch, reposition, and scale digital tourism and communication ecosystems. I was part of the small team of international specialists that helped transform Mongolia from an overlooked market into a globally recognized geotourism brand.

Since 1994, I've worked across complex geopolitical and socio-economic landscapes—supporting the integration of the **UN Convention on the Rights of the Child** in Mongolia and leading initiatives with **USAID, The World Bank, National Geographic**, and the **Swiss Agency for Development & Cooperation**.

As founder of GER to GER, a **UN-recognized social enterprise**, and a **National Geographic Geotourism Ambassador**, I've pioneered tourism models that support cultural preservation, economic resilience, and international market development. Honored with a **Government Medal by Mongolia**, my leadership spans strategic development, content innovation, and global storytelling.

A **Top 1% SEMrush SEO strategist**, I've consistently driven measurable growth through technical expertise, ethical AI integration, and cross-platform branding—building scalable digital ecosystems across North America, Europe, and Asia. Whether guiding award-winning productions, advising multinational teams, or architecting development frameworks, I operate by one principle: **intelligence must lead to impact**.

KEY RECOGNITIONS & HONORS

- **Government Medal** for Tourism & Economic Development | **Mongolian Ministry of Tourism & Environment**
- **CBS's The Amazing Race (USA)** | Country Fixer – **Emmy/DGA Awarded Episode**
- SEO Campaigns **Ranked Top 1% (SEMrush)** | **300+ Keywords** | **100K+ Page-views** in Months
- **National Geographic Global Finalist** | Power of Place Challenge (**Top 10 Worldwide**)
- **National Geographic's** Global Finalist – Geotourism Challenge
- **The Amazing Race (AU)** – Production Fixer for **"The Best Episode Yet!"**
- **#8 – National Geographic's** World's Best Travel Experiences
- Featured in **USA Today, NY Magazine, Lonely Planet**, and more
- Produced Centerpiece Film for **National Geographic Museum** (Washington D.C.)

SKILLS (Shortlist): AI, MULTIMEDIA, MARKETING, WEB PLATFORMS & ANALYTICS

AI-ENHANCED WORKFLOW

- **Ethical AI Integration** for Research, Strategy, SEO, Reporting, and Content Optimization

DIGITAL MARKETING, SEO/SEM & ANALYTICS

- SEMrush (**SEO: Globally Top 1%**)
- LinkedIn (**SEO: Top 30% of 1M PROs**)
- Screaming Frog
- Google Analytics

- Google Search Console
- Google Trends
- PageSpeed Insights
- Microsoft Clarity (UI/UX)
- Campaign Monitor
- Hootsuite
- Funnel Strategy
- Affiliate Marketing

WEBSITE DEVELOPMENT & UI PLATFORMS

- WordPress
- Shopify
- Basic HTML/CSS

DESIGN & MULTIMEDIA PRODUCTION

- Adobe Creative Suite (Premiere Pro, After Effects, Audition, Photoshop, Illustrator, InDesign)
- DaVinci Resolve
- Canva
- Affinity Suite

- Photography
- Videography
- Audio Production
- Video Editing
- Graphic & Print Design

PROJECT MANAGEMENT & PLANNING

- Gantt Charts
- Mind Mapping
- OmniFocus
- OmniPlan
- Strategic Reporting
- Grant Writing

COMMUNICATION & PRODUCTIVITY TOOLS

- All major communication platforms (Microsoft 365, Apple iWork, Slack, Teams, Zoom)

GEOSPATIAL & NAVIGATION TOOLS

- GIS Mapping
- Global Navigation Systems

RECENT PROFESSIONAL EXPERIENCE

Digital Media Expert | Knik Tribe

Impact: Helped elevate digital presence and storytelling capacity for tribal governance and education through video, web, and analytics systems.

September 2024 – Present | Wasilla, Alaska

- **Developed 2 new websites for the Tribe and Benteh STEAM Academy with integrated tools: Google Search Console, Analytics, Microsoft Clarity, Bing Webmaster Tools.**
- Produced multimedia content including videos, motion graphics, photography, and promotional flyers.
- Managed a handful of videography and photography projects to support tribal initiatives and communications.

Founder & CEO | GER to GER GeoTourism

Impact: Led Mongolia's transformation from overlooked destination to global geotourism brand through SEO, media, and international expo strategy.

2005 – Present | Ulaanbaatar, Mongolia

- **Launched the world's first nomadic-centered CBT platform;** scaled nationally via **Swiss Dev. & USAID** funding.
- Partnered with **NatGeo, Intrepid Travel, G Adventures** as well as **CBS** and others via tourism/film/reality shows.
- Mobilized **rural market development via digital media/web/global SEO** campaigns and geo-branded storytelling.
- Produced high-impact multimedia, SEO content, and marketing materials for global campaigns.
- Represented Mongolia at 20+ international trade expos (**ITB Berlin, WTM London**, etc.).
- Honored with **Government Medal for strategic development** and global positioning leadership.
- Built new WordPress websites; launched SEO campaign with **Top Google rankings**.
- Created multimedia content towards advancing **Google EEAT Strategies (Experience, Expertise, Authority & Trust)**.

Senior Media Specialist & Web Administrator | Sealaska Heritage Institute

*Impact: Delivered multimedia campaigns and SEO strategies that generated **100K+ views** & measurable audience engagement.*

2023–2024 | Juneau, Alaska

- Produced creative content including promotional videos and live-streamed public events for the Institute.
- Developed Shopify and WordPress websites; launched SEO campaign **ranking in the Top 5% on Google**.
- Maintained brand consistency while optimizing turnaround timelines under tight production schedules.
- Achieved **100K+ page views** and **30K+ user engagements** in under 6 months; reduced user friction to **<0.2%**.
- Integrated **Google Analytics** and **Microsoft Clarity** to optimize UX, content strategy, and reporting.

- Created multimedia content towards advancing **Google EEAT Strategies** (highly successful via **Google Analytics & Microsoft Clarity** analytical reporting).
- Role concluded as position was dissolved following successful completion of contract objectives and internal restructuring.

GER to GER GLOBAL PROJECTS & STRATEGIC CONSULTING (2000–Present)

Web Designer & SEO Expert | Nomads Tours & Expeditions

2021-22 | Ulaanbaatar, Mongolia

- Redesigned company site; developed SEO strategy resulting in top SERP rankings.

Multimedia Content Producer & Marketing Strategist | TERRA PRO Media & Marketing Portfolio Site

2021 – Present | Global (Remote)

- Leveraged AI tools to enhance SEO, storytelling, and content analytics for measurable campaign performance.
- Produced global multimedia content and strategic communications materials for diverse industries.

Multimedia Producer & Video Editor | Propeterra

2021 | London, UK (Remote)

- Produced and edited 100+ global marketing videos for real estate campaigns and client outreach.

Country Show Fixer & Production Facilitator | CBS's The Amazing Race USA & Channel 10 AU

Impact: Provided country-level logistics and production coordination for Emmy/DGA-awarded TV episodes seen by millions.

2006 & 2019 | Mongolia

- Provided full logistical, cultural, and production support for Emmy/DGA Award-winning U.S. and Australian episodes.
- Praised internationally—AU episode recognized as 'The Best Episode Yet!'.

Industry Specialist & Project Manager | World Bank Mongolia

2007 | Ulaanbaatar, Mongolia

- Led cross-sectoral survey and competitiveness analysis of Mongolia's tourism industry.
- Managed multinational team to develop strategic recommendations for tourism sector development.

Filmmaker | National Geographic Society Museum (Washington D.C.)

2006 | Washington D.C. / Mongolia

- **Produced centerpiece film for National Geographic's** Mongolia exhibit using original field footage.
- Work contributed to public education and cultural preservation efforts.

Multimedia Producer | USAID / CHF International – GER Initiative

2004 | Ulaanbaatar, Mongolia

- Produced and edited 16+ short documentary films promoting SMEs and development impact.
- **Worked within USAID-funded frameworks to highlight stakeholder success stories.**

Digital Media & Marketing Communications | USAID – Competitiveness Initiative (TCI)

2000 – 2003 | Ulaanbaatar, Mongolia

- Developed export marketing tools (websites, video, CD-ROMs, print) for cashmere, meat & tourism industries.
- Led cross-industry branding strategies and international market positioning for national stakeholders.

Education, Professional Development & Continuing Certification

- Thesis on Linguistics & Socio-Economic Development, Mongolia – 1995–2000
- High School Diploma – 1993
- **NYU | TISCH Film/TV Industry Essentials Certificate** (2023 | Continued Professional Development)
- **Digital Marketing MasterClass** (2023 | Continued Professional Development)
- **After Effects Master Class** (2025 | Continued Professional Development)
- **ChatGPT** (2025)
- **National Geographic Geotourism Ambassador Training** (2010 Washington D.C. HQ)