Steffen Geyer

Steffen Geyer, Communications and Cultural Manager

I am interested in roles as a public relations manager or press officer, as head of a cultural or educational institution, or as office manager in a member of parliament's office. I am open to project work and a permanent position of 35 hours per week in Berlin and the surrounding area.

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Professional Experience

Aug 2015 - present

Freelance Event Manager

Organisation of cultural events such as the adriAkustik Liedermacher:innenfestival and the Heile Welt Festival

Press relations and website management for adriAkustik Liedermacher:innenfestival; on-site leadership of 78 volunteers and responsibility for tools, vehicles and event operations. Contact for attendees and artists, working closely with the artistic management and park administration.

Scale: five event days, ten to twelve days including setup and breakdown, and over 100 participating artists. Approximately 750 people attend, perform or work at the festival; around 90 percent stay throughout. Day visitors are counted separately, and their numbers vary considerably.

Jun 2015 - present

Freelance Photographer and Layout Designer

Concert photography, event documentation, cover, booklet and poster design (including for Götz Widmann, Falk), audio drama and book projects

Oct 2023 - Jan 2025

Board Member

CSCD - Federation of German Cannabis Social Clubs

Strategic association work, political communication and organisational development

Aug 2020 - Mar 2025

Director

Hanf Museum Berlin

Overall responsibility for operations, programme development and public relations

Responsibility for a team of 10 permanent staff and around 20 hourly staff. Planned and delivered numerous temporary exhibitions, including "Surrealistisch-Psychedelische Photographien" by Klaus Siepmann and "(Fast) 30 Jahre Hanf Museum".

Highlights included "Parlamentsfernsehen im Hanf Museum", bringing journalists and activists together to watch key parliamentary debates on the KCanG, and "Museum on Tour" at Mary Jane 2024.

Dec 2009 - Jul 2020

Management Assistant

Hanf Museum Berlin

Guided tours, exhibition work and museum communication

May 2004 - Dec 2009

Management Assistant

German Hemp Association

Coordination, press relations and campaign development

Skills & Competencies

My professional focus is on public relations and project leadership. Many years of practical expertise in web development and digital communication, alongside experience in media design, broaden my profile.

Press Relations & Political Communication

- Development and implementation of political campaigns
- Press relations, public affairs and community management
- Speeches, presentations, interviews and media positioning
- Editorial work for print and web, storytelling and authorship
- Educational work with young people and adults

Project & Team Leadership

- Direction and organisation of major events and festivals
- Budget responsibility, staff management and production planning
- Operational coordination, logistics and safety planning
- Documentation, evaluation and follow-up of complex projects

Web Development & Digital Communication

- Many years of practical experience with HTML, CSS and PHP
- Development and maintenance of custom websites
- Experience with WordPress, Joomla and wiki systems
- SEO, structured data and accessible web design
- Technical planning, requirements specification and quality assurance

Supporting Experience: Media & Design

- Image editing and layout for print and web (Photoshop, Lightroom)
- Video and audio editing (Premiere, DaVinci Resolve, Audacity)
- Development of digital formats and visual storytelling
- Cross-platform media production

Education & Languages

Education

- **Law Studies**
Freie Universität Berlin · October 1998 - May 2004

- **Abitur (German university entrance qualification)**
Hennebergisches Gymnasium „Georg Ernst“ Schleusingen · July 1997 · Grade 1.7

Languages

- **German**
Native speaker

- **English**
Fluent

Engagement & Projects (Selection)

2024 - present

EURECA

European networking on cannabis and industrial hemp

2003 - July 2026

Hanfparade

Assembly Leader & Press Spokesperson

Coordinated an organising team of 15 and around 100 volunteers on the day of the event. Held overall responsibility as assembly leader, liaising with attendees, service providers and police; handled media relations and opening speeches as press spokesperson.

Work sample: Watch one of my speeches on YouTube. More appearances: Playlist of appearances on other channels.

2001 - present

Global Marijuana March Germany (GMM)

Coordinator

2014 - 2016

ENCOD (European Coalition for Just and Effective Drug Policy)

Board Member

2011 - 2012

CannabisKultour (nationwide event series)

Project Lead

2010 - 2011

"Drug Policy Programme" of the Berlin Pirate Party

Author

2004 - 2016

Verein für Drogenpolitik e.V. (Association for Drug Policy)

Board Member

Publications & Awards

• **Rauschzeichen - Cannabis: Alles, was man wissen muss**
Book, KiWi, 2008

• **An: Zauberfrau - Infantile Liebeslyrik in Zeiten der Pandemie**
Book, self-published, 2023

• **Geyerlei Gereimtes: Gedichte, Gefühle & Gekritzel**
Website, 2020 - present

• **Das Goldene Hanfblatt**
Award, 2016

Jack Herer Award - US nomination, 2010 · Category: Outstanding International Hemp Activist

In the Media

Selected interviews, discussions and reports.

• **taz** · 26.05.2024 · Interview
Jeder sollte kiffen dürfen

• **ZEIT** · 23.05.2024 · Podcast · Debate
Warum denken Sie das? - Cannabis

• **Süddeutsche Zeitung** · 03.08.2023 · Profile
Er will die Cannabis Social Clubs ans Ziel bringen

• **Deutsche Welle** · 03.07.2024 · Report
Cannabis-Clubs im Dschungel der Bürokratie

• **Le Iene** · 23.04.2024 · Documentary
Cannabis legale: Giovanardi sfida Berlino

• **Deutschlandfunk** · 27.03.2024 · Radio discussion · Programme archive
Wie gehen wir künftig mit Cannabis um?

• **THCene** · 03.07.2014 · Interview · Excerpt
Ich brauche keine Million, um die Welt zu retten

• **Deutschlandfunk Kultur** · 25.08.2008 · Book review by Susanne Mack
Legalize it!

Interview Topics

I answer questions on drug policy, particularly human rights, cannabis social clubs and the experiences and perspectives of people who use drugs. I also speak about industrial hemp. For interviews and collaboration, you can reach me at:
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https://steffen-geyer.de/lebenslauf/english.html