

Creative business student, with 3 years of experience in project management and a passion for social media and community engagement.

SKILLS



Branding & Marketing

Experience in brand creation, marketing strategy and design for small and large companies - from idea through to execution.



Project Management

Management of several self-started and commissioned projects, as well as proficiency in management tools such as Podio.



Social Media

Believer in and user of social media as both a personal and professional marketing and community engagement tool.



Concepts & Wireframing

Experience with mobile app and website concept creation, including wire framing in Omnigraffle.

EDUCATION

2010 - 2013 cand.soc Management of Creative Business Processes

Copenhagen Business School, DK

Through key subjects such as *Creative marketing, From idea to venture* and *Psychology of decision making*, this course has allowed me to explore new forms of business and customer relations, and giving me the analytical skills to understand specific markets and develop ideas for product and communication concepts. In the context of my masters, I have worked on cases for, or directly with; Mensch, Pinewood and Podio.

Extra Activities

Co-founder of CBP Network: A member of the founding team for a professional network for alumni and students with a creative business focus.

2006 - 2009 Ba(Hons) Events Management

Buckinghamshire New University, UK

Through both practical and theoretical processes, I managed complex projects and marketing efforts in the context of live events, whilst exploring the social and cultural factors that impact upon the communication and interaction between producer and consumer. In the context of my bachelor, I worked on cases for, or directly with: Frukt Comms and Roskilde Festival, and specifically explored the anthropological issues in popular media consumption.

Extra Activities

Student ambassador administrator: Manager of 65 student ambassadors, with responsibilities including the design of work schedules, the planning of university open days, and the execution large presentations.

INFX Live Marketing Manager: Volunteer at the university's event agency, creating the overall marketing and communication strategy for the organisation itself and its 15 yearly events.

Disability helper: Personal assistant for a disabled IT student, assisting with note taking, assignments and general companionship.

EMPLOYMENT

2011 - 2012 Project manager

Umloud Untd

As an intern in this digital agency, I was given equal responsibility to project managers, and managed accounts for eg. Carlsberg and Ministry of Defense. Besides general administration, my tasks included designing and executing workshops, negotiating contracts and liaising between customer and production team. Lastly, I actively researched and developed strategies for community engagement and I wireframed several briefs for mobile apps.



**UMLLOUD
UNTD**

- + Conceptualisation
- + Wireframing
- + Mobile apps

2008 - 2009 Co-founder

Ploc Media

As a co-founder of this small design agency, I carried out general administration tasks, as well as managed the communication and marketing strategy. Catering for small to medium sized companies in the UK and Canada, I was not only responsible for the management of the company itself, but also assisted in the idea generation and design processes for several clients.



- + Time Management
- + Leadership & Responsibility
- + Administration

2005 - 2006 Key account manager

Ramstedt & Co

As part of a small sales-team, I was responsible for my own client base, providing CMS and websolutions to a range of key customers. My tasks involved sales and negotiation of deals, whilst I also worked closely with clients as a liaison in the ongoing design and implementation process.

ramstedt & co

- + Sales
- + Negotiation
- + Customer Relations

KEY PROJECTS

2012 - 2013 **Diffusion of social media**

Thesis, Copenhagen Business School

In this extensive empirical study, I have applied key diffusion theory and studied how social media users are motivated, how they adopt new products and how marketing strategy should be applied to ensure success.

2011 **Creativity and structure – a case study on Podio**

Project, Copenhagen Business School

Working closely with Podio and their employees, I carried out an extensive research report on how this project management tool can be used to ease and inspire creative processes. Besides understanding the opportunities and challenges when structuring work-processes, I am also now an advanced Podio user and evangelist.

ABOUT ME

I have a great interest in cooking, and in 2012 I participated in Danish Masterchef; a internationally renowned, TV-cooking competition. After an exciting couple of weeks, I finished 6th out of 36, and took away with me some great friends and memories, along with a rekindled love for cooking (and quite a few cuts and bruises). Currently I outlive my passion for cooking and interest in locally sourced, organic produce through my blog www.02acres.com, which also allows for me to engage with my interest in photography. Photography has also given me a few paid jobs, shooting models and portraits, and have during my time in England taken me to amazing, abandoned manors, hospitals and historic sites (www.flickr.com/rikkerex).

PERSONALITY



Creative

Approaches challenges with different and experimental solutions, whilst understanding the importance of aesthetics and detail.



Efficient

Organised approach to work processes with focus on creating suitable frames for creativity and idea formation.



Responsible

Keen and willing to take responsibility. Trustworthy and mature with an understanding of the importance of tedious tasks.



Humourous

Appreciation of humour and a good laugh; with a good repertoire of one-liners. Eager to socialise and build relationships.



Adventurous

Determined to try new things and grasp opportunities. Always trying to bring something different to the table and surprise.



Cultured

Appreciation for the finer things in life, with a great interest in food, lifestyle, design and the arts.