

# ANNA CAROLINE HAVN ANDERSEN

## MARKETING & COMMUNICATION

### CONTACT

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<https://www.linkedin.com/in/anna-caroline-havn-andersen-18a213203/>

9400, Nørresundby, Denmark

### SKILLS

Event planning

Project Coordination

Copywriting

Graphic design

Photo editing

Content creation

### EDUCATION

#### Bachelor of Economic and Business Administration

#### **Aalborg University**

2017-2020

#### Masters of Economics and Business Administration - Marketing and Sales

#### **Aalborg University Business School**

2020-2022

### LANGUAGES

Danish 

English 

German 

### PROFILE

Motivated and creative marketing professional seeking new challenges within the fields of marketing and communications. I am dedicated and hardworking with a willingness to gain new skills and broaden my abilities. I thrive in a high pace and social environment and with my experience in network administration, I am able to establish meaningful connections with both customers and partners.

### WORK EXPERIENCE

#### Marketing Coordinator

Port of Aalborg 2023-2024

- Growing the company LinkedIn profile with 50% more followers, 187% increase in impressions, 150% higher engagement rates over one year
- Planning and executing events from 15 - 150 attendees while managing budgets and negotiations with partners and suppliers
- Managing content plans for several channels such as LinkedIn, newsletters and blog posts
- Overseeing larger productions of content such as brand videos and brand identity changes
- Graphic production of collateral and digital platforms
- Concept development and production of company power point templates
- Production of power point slides for chief executives for conferences and meetings
- Managing attendance at fairs and conferences including design of stands, contact with suppliers and attendance at the fair executing events
- Managing of networks including website development, event planning/execution, newsletters, membership management and content productions for SoMe channels

#### Junior Marketing Coordinator

Port of Aalborg 2022-2023

- Assist in creating marketing collateral, including social media posts, blog content, and promotional materials.
- Collaborate with the content team to ensure consistent messaging and branding.
- Schedule and post content on social media platforms.
- Monitor social media channels for comments and engagement, and respond appropriately.
- Support the execution of email marketing campaigns by creating and scheduling emails.
- Assist in maintaining email lists and segmenting audiences for targeted campaigns.
- Assist in the planning and coordination of marketing events and promotions.
- Handle logistics, vendor coordination, and on-site support during events.
- Provide support in basic graphic design tasks, such as creating simple visuals for social media and presentations.
- Assist in updating website content, product information, and promotional banners.
- Work with the web development team to address any website-related issues.

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### EXPERTISE

- Excellent written and verbal communication skills for effective interaction with team members, stakeholders, and external partners.
- Ability to create compelling and engaging content for various marketing channels, including social media, websites, and email campaigns.
- Skill in crafting persuasive and well-targeted copy for advertisements, promotional materials, and other marketing collateral.
- Knowledge of social media platforms and the ability to create, schedule, and analyze content to enhance brand visibility and engagement.
- Proficiency in basic graphic design tools (e.g., Canva, Adobe Spark) to create simple visuals for social media, presentations, and marketing materials.

### REFERENCES

#### Christine Lunde

+45 2332 0332

clc@aalborg.dk

#### Kjartan Ross

+45 2112 1068

Kjartanross@hotmail.com

### WORK EXPERIENCE

#### Intern and student assistant

Community & Communications at MARLOG

2021-2022

- Planning of events and board meetings
- Content creation
- Writing and editing newsletters in MailChimp
- Internal communications
- Development of webinars
- In the role as student assistant: responsible for training of interns
- Analysis of data from website
- Concept development for new company website
- Implementing new website structure
- Network management for professional industry specific networks

#### SoMe manager

Douro Winebar

2018-2019

- Develop engaging and visually appealing content related to the wine bar's atmosphere, events, and promotions.
- Create high-quality images, graphics, and videos showcasing the wine selection, ambiance, and food pairings.
- Schedule and publish regular posts on various social media platforms (e.g., Instagram and Facebook) to keep followers informed and engaged.
- Coordinate posts with promotions, events, and daily specials.
- Respond to comments, messages, and mentions on social media to build a positive and interactive community.
- Encourage user-generated content and share customer reviews and experiences.
- Promote upcoming events, wine tastings, and special promotions through social media channels.
- Utilize social media analytics tools to track key performance metrics.
- Provide regular reports on social media performance, audience growth, and engagement to assess the effectiveness of strategies.
- Monitor customer feedback on social media platforms and address any concerns or inquiries.
- Stay informed about social media trends, algorithm changes, and new features to adapt strategies accordingly.
- Experiment with emerging platforms and features to keep the brand at the forefront of social media innovation.
- Capture high-quality photos and videos of the wine bar's offerings and events for use on social media.
- Edit and enhance visuals to maintain a consistent and appealing aesthetic.

#### Webshop assistant

Wunderwear by Trico

2018

- Ensure the website is functioning properly and resolve any technical issues.
- Update and optimize website content, including images, descriptions, and banners.
- Respond to customer inquiries via email, chat, or phone regarding product information, order status, and general inquiries.
- Assist with customer returns, exchanges, and refunds.
- Process and fulfill customer orders promptly and accurately.
- Monitor and manage order statuses, handle cancellations or modifications when necessary.