

Cv example – Experienced professional

CV Niels Kristensen

Personal data

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Professional photo
of Niels

Professional profile

I am a performance-driven marketing manager with more than 16 years' experience and success in forging customer relations, devising marketing strategies and closing deals. I am motivated to drive development and achieve results through new initiatives, and it makes sense for me to contribute to implementation and development within a visionary company such as Covilion. As head of sales and marketing with Covilion, I will be able to contribute my in-depth knowledge of B2B marketing, an ability to achieve results based on visionary strategy design and implementation. I am known for practising a leadership style that allows scope for creativity.

Work experience

- 2016- Head of Sales & Marketing, Italiot, A/S**
- **Management** – Managerial responsibility for 6 sales consultants and 3 marketing consultants
 - **Strategy development** – Responsible for Italiot's overall sales and marketing strategy
 - **B2B Key Account negotiation** – Responsible for negotiating annual agreements with Key Accounts
 - **Budget-laying** – Responsible for the department's budgeting and bottom line
 - **Performance monitoring** – Conducting performance reviews with the department's consultants
- Notable achievements:** As the head of sales and marketing, I generated a 5% increase in B2B sales by revising Italiot's sales and marketing strategy.
- 2009-2016 Marketing consultant, Italiot, A/S**
- **Strategy development** – Development of a marketing strategy for a new business area.

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← This is one example of how to lay out a cv. Go for a layout that works for you – the main thing being to make it intuitive and readable at a glance.

← Your profile should match the job you are applying for. Describe what you have to offer in relation to what your prospective employer needs.

← Be specific about the jobs you have had, the results you achieved and how they could be put to use by your prospective employer. Here, relevant projects are shown in bold. Alternatively, lay the items out as shown in the example below:

2016- Head of Sales ...

Duties/remits:

- Managing 6 sales consultants ...
- Responsible for Scantek's strategy ...
- Etc.

Results: I have generated increased sales ...

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- **Market and competitor analyses** – Responsible for strategy execution and alignment
 - **Marketing materials** – Development of B2B marketing materials
 - **Campaign evaluation** – Impact rating of marketing campaigns
- Results:** I developed a marketing strategy for a new business area, which resulted in 45% brand awareness in the customer segment, which far exceeded that for already well-established products in the Italiot portfolio.

- 2003-2009 Sales consultant, Batruam Forlag (publisher)**
- **Cold calling** – Cold calling targeting existing customers and leads
 - **Sales meetings** – Conducting sales meetings with existing customers and prospects
 - **Customer care** – Continuous follow-up on customer needs
 - **Trade fair attendance/exhibiting** – Sales at trade fairs
- Results:** Regularly achieved the department's best sales score

- 2001-2003 Marketing coordinator, Rowilian A/S**
- **Market research** – Conducted telephone interviews to elicit customer needs
 - **Customer satisfaction surveys** – Devising and conducting the surveys
 - **Analysis tasks** – Analytical tasks in support of preparation of reports
 - **Statistical work** – Working up data for customer reports
- Results:** Prepared a report which secured a regular supply contract with a core customer

- 1998-2001 Administrative positions in various sectors**
- **Positions:** PA and coordinator
 - **Benefits:** Identify specific needs. Dealing with situations under pressure. Insights into the administrative component of a workflow.

Education

- 2010-2012 Professional Master of Project Management, University of Southern Denmark**
- **Professional focus:** Change management in a dynamic environment
- 1996-1998 MSc in Economics and Business Administration, University of Southern Denmark**
- **Professional focus:** B2B Marketing, purchasing, market research
 - **Topic of MSc thesis:** B2B in Germany – Co-authored with Jovicon
- 1995 Student exchange at London School of Economics (1 semester)**
- 1993-1996 BA in Danish, University of Southern Denmark**

Courses and post-professional training

- 2017 Strategic Leadership, Djøf Continuing Education, 3 days**
Benefits: Focus on strategic decisions and management perspectives
- 2009 Mediation – problem-solving processes, Djøf Continuing Education, 2 days**
Benefits: Focus on long-term sustainable solutions and negotiation technique
- 2008 Online marketing, Caulund Kurser, 3 days**
- 2005 Selling by networking – relationships that sell, Djøf Continuing Education, 2 days**

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You can group jobs from the more distant past if they are not directly relevant to the job you are applying for, but in such a way that they add to the positive overall impression of who you are. If you have not gained any results or achievements in these jobs, you can describe what you gained from them professionally.

Describe your education in reverse chronological order. Mention the subject of your thesis or your professional focus if relevant to the job you are applying for.

Select the courses/post-professional programmes that are relevant to the job you are applying for.

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Voluntary work and positions of trust

2014- Board member, Revilekon

2009- Voksen Ven (voluntary organisation)

- **Companion/mentor** – Serving the Voksen Ven (Adult Companion) organisation, I act as a companion/mentor to vulnerable and lonely children and teens
- **Organisational development work** – Assisting in streamlining organisational processes
- **Marketing** – Assisting in raising awareness of the project and attracting eligible candidates.

2007-2010 Board member, Xubiki A/S

Language skills

English: Spoken and written fluency
German: Conversational level
Spanish: Conversational level

IT skills

Social media: Practised user of social media, including for marketing purposes
Presentation: Extensive user experience of PowerPoint and Photoshop
Office suite: Extensive user experience of the entire Office suite, incl. Excel
Web and CMS: Extensive user experience of various CMS systems, especially TYPO3 and SiteCore

Leisure interests

I am energised by maintaining a physically and mentally active lifestyle. This is why I play badminton at an advanced level and challenge myself professionally – most recently by taking a project management masters. I relax best in my kitchen, experimenting with new recipes to delight my partner and two children.

References

Available on request

Describe your voluntary work and positions of trust in reverse chronological order. Prioritise if this section takes up a lot of space.

Remember to indicate the level of your language skills.

Remember to indicate the level of your IT skills.

Your leisure interests add to the all-round impression of who you are. So, describe in brief your leisure interests and activities.

State that references are available on request rather than detailing them on your cv. This gives you a chance to give your references notice to expect a phone call.