

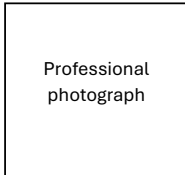
EXPERIENCED

CV example

CV XXXXX XXXXXXXXXXXX

Personal details

Name
 Address
 Phone: xx xx xx xx xx xx xx
 Email: xx@gmail.dk
 LinkedIn profile: xxxxxxxx



Professional profile

As a marketing manager, I have more than 16 years of successful experience in building customer relationships, creating marketing strategies and securing closing sales. I am motivated by developing business and creating results through new initiatives, and I find it meaningful to contribute to the implementation and the development of a visionary company like Covilion. As Sales and Marketing Manager at Covilion, I bring in-depth knowledge of B2B marketing and an ability to drive results through innovative strategy development and implementation. I am known for having a leadership style that creates ample room for creativity and personal development.

Professional experience

2023 - Sales and Marketing Manager, Italiot A/S

- **Management:** Managerial responsibility for six sales consultants and three 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
- **Budgeting:** Responsible for the department's budgeting and bottom-line balance
- **Performance follow-up:** Organising performance reviews with the department's consultants

Special achievement: As Sales and Marketing Manager, I increased B2B sales by 5% by revising Italiot's sales and marketing strategy.

2016-2023 Marketing Consultant, Italiot A/S

- **Strategy development:** Responsible for developing marketing strategy for new business area
- **Market and competitor analyses:** Responsible for strategy execution and alignment
- **Marketing materials:** Co-responsible for the development of B2B marketing materials
- **Campaign evaluation:** Continuous assessment of the impact of marketing campaigns

Results: I developed a marketing strategy for a new business area that led to an awareness rate among the customer segment of 45%. This surpassed already well-established products in the Italiot portfolio.

The layout of this CV is one example of how a CV may be formatted. Use a layout that is right for you. The important thing is that it is clear and easy to read.

At Djøf, we are seeing an increasing number of companies that do not request applicants to include a picture with the application. This is why we recommend that you pay attention to any company's picture preferences before you submit your application. Generally, there is no expectation that you as an applicant enclose a picture with your application material. So, in the end it is entirely up to you to decide whether to include a picture with your CV or not.

Begin your CV by writing a summary of the most important and relevant points from your CV. Ask yourself the following: If the company would only read this section of my CV, what would I write here? A good profile text contains a professional presentation, professional qualifications and professional motivation for the job you are seeking.

State specifically which tasks you have completed that are relevant to the business. Here are the relevant areas of competency highlighted in bold font. Alternatively, you may format this section based on the example below:
 2019- Sales and Marketing Manager...
 Tasks:
 • Manager of 6 sales consultants ...
 • Responsible for Italiot's strategy ...
 • Etc.
 Results: I increased sales...

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2010-2016 Sales Consultant, Batruam Forlag

- **Sales outreach:** Sales outreach to existing and potential customers
- **Sales meetings:** Organising sales meetings with existing and potential customers
- **Customer care:** Continuous follow-up on customer needs
- **Trade show attendance:** Sales activities at industry trade shows

Results: Consistently achieved the department's best sales figures

2007-2010 Marketing Coordinator, Rowilian A/S

- **Market analyses:** Telephone interviews for customer needs
- **Customer satisfaction surveys:** Preparation and execution of such surveys
- **Analytical work:** Analytical work in connection with the preparation of reports
- **Statistical work:** Data processing for customer reports

Results: Prepared a report that secured a fixed supply agreement with a core customer

2005-2007 Administrative positions across various industries

Positions: PA and Coordinator

- **Outcome:** Identify specific needs. Dealing with pressure-filled situations. Insight into the administrative part of a workflow.

You may group together your previous jobs if they are not directly relevant to the job you are currently applying for, but still contribute positively to the overall description of your work experience. If you have not achieved any specific results in these jobs, you may describe your professional outcomes instead.

Education and training

2017-2019 Master in Project Management, University of Southern Denmark

- **Professional focus:** Leading change in a dynamic environment

2003-2005 MSc in International Marketing, University of Southern Denmark

2002 Exchange programme at London School of Economics (1 semester)

2000-2003 Bachelor in Danish, University of Southern Denmark

Describe your education in reverse chronological order. Mention your specialism or professional focus if it is relevant to the job you are applying for.

Courses and continuing education

2024 AI in Practice, IntelligenceNow, six weeks

- Tools for understanding, applying and managing AI

2023 Strategic Management, Djøf Continuing Education, three days

- Focus on strategic decisions and management perspectives

2016 Mediation - trouble-shooting processes, Djøf Continuing Education, two days

- Working on long-term sustainable solutions and negotiation methods

2015 Online marketing, Caulund Courses, three days

2012 Sales through networking - relationships that sell, Djøf Continuing Education, two days

Select the courses and continuing education programmes that are relevant to the job you are applying for.

EXPERIENCED

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Volunteering work and positions of trust

- 2021-2016- Board member, Revilekon VoksenVen, Voluntary Organisation**
- **Support person:** As a VoksenVen, I serve as a support person for vulnerable and lonely children
 - **Organisational development work:** Assisted in facilitating organisational processes
 - **Marketing:** Helped raise awareness of the project and secure qualified applicants
- 2013-2017 Board member, Xubiki A/S**

Describe your volunteering and positions of trust in reverse chronological order. Try to keep it brief if this section takes up a lot of space.

IT skills

- Social media:** Experienced user of social media - including for marketing purposes
- Artificial Intelligence:** Experienced user of chatbots, including ChatGPT
- Web and CMS:** Extensive user experience with various CMS systems, especially TYPO3 and SiteCore
- Office suite:** Extensive user experience with the entire Office suite incl. Excel

Remember to indicate the level of your IT skills. If special language skills are relevant to the position you are applying for, they may be added in the same way as the IT skills section.

Hobbies

A few years ago, I fell in love with climbing and I still spend a lot of time at the local climbing club. I am also proud to announce that my spouse and I just started learning Spanish with the goal of being able to expand our vocabulary beyond the basics such as "dos cervezas, por favor" and "gracias".

References

Available and may be obtained on request.

Write that references may be obtained on request rather than including them in your CV. This allows you to prepare your references for the possibility that they might get a call.