

CLAUDIA JAKOBSEN

CREATIVE DIGITAL STRATEGIST

WHO AM I?



DOB: 11.08.1990

If you're looking for someone who is a digital enthusiast with a broad digital skillset and knowledge of digital marketing channels, and an aspiration to create and manage innovative and creative business-supporting concepts across borders, *look no further!* Trends and technology challenge me to learn quickly and strive to create solutions that engaging and connect with consumers through a variety of touchpoints, both digitally and physically. I am organised, hard-working, charismatic and a great team player who is always willing to share knowledge and be a sparring partner.

PROFESSIONAL EXPERIENCE

Cooking with Grandmothers

January 2017 - Present

Head of Digital Marketing (Freelance-basis)

- My contributions involve growth hacking, digital strategy (Social media marketing, Google Analytics, marketing plan, e-mail marketing, campaign developments), content production, graphic design and website management.
- E.g. Facebook page has reached +61.000 likes to-date, +3.000 subscribers.

NetBooster Group

January 2016 - December 2016

Group Content and Publication Manager

- Part of the international Group Communication Team focusing on marketing and communicating for NetBooster.
- Manage content and publications on a global scale, including content research, graphic support, text editing, process management, website management. As well as internal communication e.g. HTML newsletters.
- Social media management, strategy and regional coordination. Prepare SoMe content, text, paid advertising, analytics, coordination with other regional communications managers and event promotion.
- Part of the company rebranding project where we work alongside a Design Agency, to refresh and refocus the NetBooster brand, in response to current and future business goals.
- Provide graphic support for client-side brands as well as graphic support for NetBooster video productions.

NetBooster Nordic

July 2014 - January 2016

Nordic Marketing and Communication Manager

- Part of the international Group Communication Team focusing on marketing and communicating for NetBooster.
- Manage content and publications on a Nordic scale, in coordination with other regions.
- Social media management for Nordic profile.
- Event management for conferences in the Nordic and internal events. Including planning, organisation and execution.
- Provide graphic support for client-side brands (e.g. banners, social media graphics, ad graphics), as well as graphic support for NetBooster videos.
- Prepare and modify pitches, documents and presentations.

Freelance

January 2011 - Present

Digital Designer and Marketing Consultant (See projects on claudiajako.com)

- Wordpress website design, configuration and maintenance.
- Graphic design; logos, pamphlets, brochures, business cards, CV's, birthday and wedding invitations.
- Social media; consultation, setup, strategy, content design and publication.
- Marketing consultation for small businesses or startups to help them develop a scope of activities to engage, attract and retain consumers.

CONTACT ME

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KEY SKILLS

CONCEPT DEVELOPMENT
BRAND MANAGEMENT
DIGITAL OPTIMISATION
PROJECT MANAGEMENT
TECHNOLOGY & TRENDS
MARKETING AUTOMATION
CONTENT MARKETING
GOOGLE ANALYTICS (CERTIFIED)
CONSUMER ENGAGEMENT
SEO / SEM / PAID MEDIA
USER / MARKET RESEARCH
SOCIAL MEDIA MARKETING
E-MAIL MARKETING
EVENT PLANNING
UI/UX DESIGN
PHOTOSHOP
INDESIGN
ILLUSTRATOR
PREMIERE PRO
HTML & CSS
WORDPRESS

EDUCATION

Copenhagen School of Design & Technology (KEA)
Digital Concept Development (PBA Degree)
2013-2014

Copenhagen School of Design & Technology (KEA)
Multimedia Design & Communication (AP Degree)
2011-2013

LANGUAGES

- English (Native Language)
- Danish (Fluent)
- French (Basic)