



HENRIK THRANUM

CV

Education: Bachelor in Marketing (HD A)
 Age + status: 54 years, no children, in a relationship
 Internet: www.thranum.com
 www.OnlineMarketingSpecialist.dk

✉ thranum@gmail.com
 ☎ (+45) 21 77 66 55
 ✉ Jernbanevej 3 B, 3.th
 2800 Kongens Lyngby

Profile

I have excellent project planning and coordination skills, and a high level of business understanding and organizational navigation skills. People describes me as a responsible, effective, committed and creative person. A distinct team player who works targeted and maintain a high quality delivered on time.

My passion is to create value for customers and profitability for the company. I have strong interpersonal skills, I am empathetic and able to cooperate with many stakeholders and take joy in maintaining a good network. I am very structured and I know and respect the importance of details.

I have great communication skills and an open and humorous attitude to life. "It should be fun working, but I do not work for fun".

Professional skills

- **Coordination and project management.** Planning, development and coordination, events, seminars, fairs and activities.
- **Online Marketing.** CMS, Content Marketing, SEO, SEM, Social Media, email marketing, analysis & insights, web editor.
- **Marketing.** Branding, campaigns, direct marketing, brochures, events, sales tools, PR, sponsors, and market analysis.
- **Communication.** Customer communication, internal marketing, intranet. Briefing, pep talks, teaching.
- **Analysis.** Market research, business analysis, reports, insights. Google Analytics certified.

Work experience

Energetic and versatile coordinator. I have a huge experience within marketing and hold a Bachelor in Marketing (HD-A) plus several diplomas and certifications in Online Marketing.

I work in a professional and proactive manner, and can independently drive activities and take responsibility from start to end. I have extensive experience in coordinating activities and projects.

As a marketing enthusiast, I enjoy working in a customer centric environment and always set the customer in focus in everything I do.

From	Position	Company
2016 -	Project Coordinator	Atea
2015	Online Marketing Consultant	OMS
2009	Online Marketing Specialist	Shell
2008	Operational Analyst	Shell
2007	Marketing Project Manager	Hewlett-Packard / Core Comp
2005	Consultant	Dreyer & Kvetny
2000	Marketing Coordinator	Sony
1999	Marketing Project Manager	Merkantildata + InnTech
1998	Marketing Coordinator	Danapak
1997	Marketing Manager	Den Københavnske Bank
1992	Marketing Coordinator	Danske Bank / Danske Phønix
1987	Bank Clerk	Danske Bank

Education

- Online Marketing** ●●●●●●●●
2015, KEA / Bigum & Co, 10 ECTS
- Communication in practice** ●●●●●●●●
2014, Roskilde Business Academy, 10 ECTS
- Digital Marketing Diploma** ●●●●●●●●
2012, Int. Advertising Association, 20 ECTS
- Marketing bachelor (HD-A)** ●●●●○○○
2000, Cph. Business School, 120 ECTS
- Insurance & Pension** ●●●●○○○ *Several modules*
1997, Forsikringshøjskolen: 3.02 / 4.13 / 4.53 / 3.01
- Merkonom, Marketing** ●●●●○○○
1992, Business College, 60 ECTS + Advertising 10 ECTS
- Bank Education, 1. & 2.** ●●●●○○○
1988, Bankskolen, 60 ECTS

Google Analytics certificate.

Google Ads Fundamentals certificate.

Courses: Web Editor (10 ECTS), Google, SoMe, web creation, project management, communication and presentation skills.

Language skills

In many years: English as a corporate language and a close Scandinavian cooperation.

- Danish ●●●●●●●●
- English ●●●●●○○○
- Swedish / Norwegian ●●●○○○○○
- German ●○○○○○○○

Technical skills

Great technical flair. Become fast acquainted with new tech and software.

- Word/Excel/PowerPoint ●●●●●●●●
- CMS, web tools ●●●●●○○○
- Google Analytic ●●●●○○○○
- Photoshop ●●●○○○○○
- ERP, SAP, CRM ●●○○○○○○

Interests

Participates in **academic seminars** on marketing, online, management etc.

Exercise and nature. Certified kayak instructor who teaches adult beginners.

Art and music. 14 years as a volunteer manager for the Roskilde Festival and has written reviews for GAFFA. I cultivate my creative abilities in my studio and join art fairs and galleries.

Experience



ATEA

2016 – nov.2019

Responsibility

Challenge

Results

Project Coordinator, ATEA

Atea delivers tailor-made IT solutions. Turnover in Denmark of DKK 6.2 Billion (2018) and approx. 1500 employees.

Project Coordinator in Atea Flexible Benefits, Customer Success. A small business unit with 18 employees offering tax-favoured gross pay schemes. Responsible for customer and order handling. Daily contact with many stakeholders and suppliers.

To streamline the business, an organizational change was initiated in 2016 that challenged the usual routines and created the need for new processes. I was hired to take an active part in this.

- **Order handling.** Through creative use of the calendar function in Outlook, I personally created a vital overview for orders for the approx. 100 BtB customers. It has ensured the correct handling of the orders.
- **Structure and new processes.** I have developed detailed descriptions of new work routines that ensure knowledge sharing and task assignments. It provides greater flexibility and a better utilization of the workforce.
- **Overview.** Has independently developed a "mini CRM system" in Excel. Essential information about customers and suppliers is now available to all relevant employees.
- **Automation and efficiency improvement.** Contributes and participates in projects that in the long term will automate the manual processes in order flow and customer management. E.g. use of robotics.
- **Training and support** for new colleagues and interns.



2015 - 2016

Responsibility

Results

Online Marketing Consultant, OnlineMarketingSpecialist.dk

I designed and developed **OnlineMarketingSpecialist.dk** as a non-commercial site with free advice on online marketing, SEO, SEM, Analytics, AdWords, email and conversion optimization.

Freelance. Voluntary, unpaid work. Have solved the following tasks:

OnlineMarketingSpecialist.dk, free online tips on digital communication.

- From idea to a successful website. Self-development of concept, design, creation of the website and development of all the content that I have published through WordPress.
- The site has manifested itself with knowledge and advices for successful digital marketing.

Edillion, software for electronic invoice handling, an add-on for ERP systems.

- Thorough competitor analysis. Identification of competitors, SWOT, marketing, etc.
- Newsletters. Creation of the e-mail flow and content in newsletters.

Orango web agency, offers online marketing solutions.

- Test and implementation of a new Marketing Automation system (LeadScoreApp).
- Email marketing for the agency (Mailchimp).
- Web editing in CMS (WordPress) and SEO work for the agency's customers.



2009 - 2015

Responsibility

Online Marketing Specialist / Internet Advisor Nordics, Shell

Royal Dutch Shell operates within oil and energy. Measured by revenue (\$ 233 billion in 2016), Shell is among the world's largest companies. 92,000 employees in more than 70 countries. Shells headquarter is in The Hague and in London.

An independent, virtual position with **Nordic responsibility**. I gave advice and handled all the content to five official Internet sites and apps. Referred to the global web communication team in London. I had a strong international cooperation and was part of the global web development team who created the new Shell Internet portal.

Challenge

To create relevant and engaging content for current and potential customers. Optimization of the digital communication in all relevant channels.

Results

- **Online marketing.** Advise the business areas on digital communication, best practice, optimizing messages and using the various digital channels.
- **Maintained and updated five country sites via CMS** (Adobe / CS4, TeamSite). Constantly kept the pages up-to-date, error-free and updated with relevant content. Went from 400 to zero errors on the sites.
- **SEM and eMarketing.** Collaboration with marketing. Traffic increased 40% over 3 years.
- **Create and share insights** via web statistics (Google Analytics, BI), analyses and reports.
- **Mobile.** Active partner in the global team who re-designed an App. Developed a plan for future improvements and clarification of process for editors.
- **SEO.** Content optimization. We went from unknown to an organic search result on the first page on Google. Continuous improvement of content for the users and for search engines.
- **Projects.** Participated in the development of the new global Internet portal for Shell.
- **International cooperation.** Large network with multi-level stakeholders and collaborators.



Shell

2008 - 2009

Responsibility

Operational Analyst / IT support, Shell

Dansk Shell was primarily known for the gas stations, but Shell offered many other products such as heating oil, lubricating oils, natural gas, liquid gas (LPG) and petrol cards.

Position in Shell Customer service with two functions: 1) Business analysis and management reporting. 2) IT supporter for hardware and software e.g. the operation of SAP programs.

Challenge

There were a need for management reports that gave an easily understandable overview for the department's KPIs. The reports were created from various analyses and figures.

Results

- Developed business analyses and reports that provided a good and clear insight into the key figures (KPIs). Introduction of "a light signal overview (red, yellow, green)".
- Initially initiated and developed an activity focusing on improving the customer service. Through the activity, we met the goal of most KPIs. I created the concepts, development of materials, reporting and the coordination of an event for the employees.
- Service minded IT supporter. Helped the 50 colleagues in the Customer Service department.



2007 - 2008

Responsibility
+ Results

Marketing Project Manager, Core Comp Comm. / Hewlett-Packard

Marketing agency. Responsible for the customer Hewlett Packard (HP) and their dealer network.

- Developed **BtB Channel Marketing** and marketing communication.
- Drive and coordinate **co-op marketing activities** with HP dealers.
- **Overview and control** of the sales channel's communication efforts and budget.
- **Advice and sparring** with the dealers. Print, DM, web, seminar etc.



2005 - 2005

Responsibility
+ Results

Consultant, Dreyer & Kvetny (Advertising & Communication agency)

Time-limited consultant. Responsible for communication tasks for the agency's customers.

- **Advice** the agency's customers on **digital communication**.
- **SEO.** Improving the organic search results for the agency's customers.
- Create content for newsletters for selected customers.
- My personal education as web editor.

SONY

2000 - 2005

Marketing Coordinator, Sony Nordic

I started at Sony Nordic Broadcast & Professional (BtB), which markets solutions for the TV and film industry, video conferencing, projectors, surveillance, digital photography etc. Sales were mainly through specialized partners. Later, I also got the responsibility for the marketing of Sony consumer electronics (BtC), which had a much larger budget.

It was a pan-European collaboration in large matrix organizations with many different business areas and contact points.

Responsibility
+ Results

- Developed and coordinated central and local **marketing activities**.
- Responsible for the **communication to the dealers**, newsletters and the content of Sony's Internet and Extranet.
- Responsible for **sales material**. Created a better library structure for brochures and streamlined the distribution of sales materials to retailers.
- Applied my creative abilities and worked as an "in-house advertising agency". BtB ads.
- **Collaboration with external agencies**, PR, production and other business partners.



1999 - 2000

Responsibility
+ Results

Marketing Project Manager, Merkantildata (Atea) + Inn-Tech, Navision Partner

Merkantildata was one of Scandinavia's largest ICT companies with competencies concentrated in six separate divisions, including e-business, data communication, ERP and Systems.

- Marketing responsibility for specific business areas, including ERP systems and Home PC.
- Prepared, coordinated and evaluated **marketing activities** and sales materials.
- Developed and coordinated overall interdisciplinary activities, **seminars and events**.
- **Development of sales materials**, brochures, testimonials, product datasheets etc.



1998 - 1998

Responsibility
+ Results

Marketing Coordinator, Danapak (MD Foods Packaging)

Danapak was a large packaging group with four product divisions: cardboard, plastic, cartons and flexible packaging. Sales to international customer segments on the BtB market. At the end of 1998, Danapak's head office moved from Holte and integrated into MD Foods in Aarhus.

Maternity ward in Group Marketing, referred to the Marketing Manager.

- **Market insights**. Developed a large analysis of the Nordic dairy market to estimate the business potential and propose an approach strategy.
- **Competitor monitoring and analysis**, input to the marketing strategy.
- Participation in the development of new **profile brochure and marketing activities**.



1997 - 1998

Responsibility
+ Results

Marketing Manager, Den Københavnske Bank (Bank of Copenhagen)

Den Københavnske Bank (Bank of Copenhagen) was a very small bank specialized in Private Banking. The bank transferred to Sparekassen Lolland and Finansbanken.

- Responsible for **marketing plans, sales materials**, coordination of **sales activities**.
- Coordinated a national investment activity with DR and Dagbladet Børsen.
- Sparring and cooperation. Contact manager for agency and partners.



1992 - 1997

Responsibility
+ Results

Marketing Coordinator, Forsikringselskabet Danske Phønix (Danske Bank)

Danish Phønix (subsidiary of Danske Bank) marketed private non-life insurance (BtC), primarily to Danske Bank's own customers. Danish Phønix was taken over by Top Denmark.

- Developed and coordinated **marketing activities** and advisory concepts.
- **Sales materials and sales tools**, including sales manuals for insurance advisers.
- Part of the team that created the foundation for the new company. I enjoyed the huge pioneering spirit and freedom to innovate and create new solutions.
- Improved sales material significantly, e.g. a new price overview for the products.



1987 - 1992

Responsibility
+ Results

Bank Clerk and marketing employee, Danske Bank

I started as a bank student at HandelsBanken, which during my two-year education merged with Danske Bank and Provinsbanken. Continued as Bank Clerk with a marketing focus.

- Bank Clerk and marketing employee for the bank branches in the Lyngby area.
- Entrepreneur and motivator for customer-oriented campaigns and sales activities.
- Coordinator and the link between sales staff, management and headquarters.