

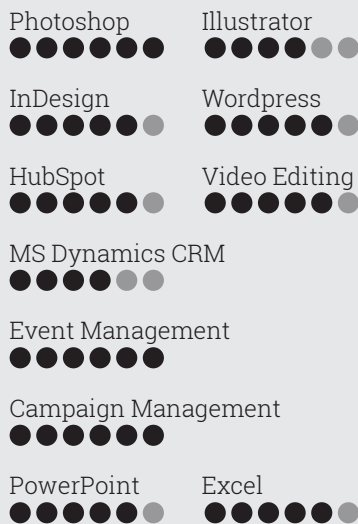
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Professional skills:



About me:

I have a keen interest in graphic design and am sales-driven. My curiosity drives me to learn and explore new areas within marketing continually, and I am motivated by tackling challenges and gaining insights from new initiatives. I possess a strong understanding of the customer journey and solid business acumen, which contribute to delivering positive outcomes.

I value organisations that focus on individual employees and foster a strong social culture. Humour is an essential part of my personality, as I believe it opens doors to many positive opportunities.

I have a personal interest in new AI solutions that can personalise marketing campaigns by analysing customer data, segmenting target audiences, tailoring content, predicting customer behaviour, and optimising communication timing and channel selection. The goal is to create a targeted and engaging experience that strengthens customer loyalty and increases conversion rates.

Personal qualifications:

- Independent
- Creative
- Goal-oriented
- Thorough
- Results-oriented
- Focused

Additional information:

- Clean criminal record
- Non-smoker
- Driver's license: A-B-C-BE-CE
- Cohabiting, 2 children

Hobbies:

- Running and fitness training
- Creative interest in photo and video editing
- Amateur photography, with an interest in photo and IT equipment
- Architecture and design
- Painting
- Visual editing

I'm a father of two children—a boy of 8 and a girl of 5.

I live with my family in Hillerød, surrounded by beautiful surroundings that perfectly match our interests.

Briefly about my qualifications:

I am a highly creative graphic designer with extensive experience in delivering visually compelling solutions that drive engagement and produce measurable results. I excel in managing the entire process of event and campaign execution, ensuring successful delivery for both short-term and long-term activations.

My expertise spans inbound marketing, along with the development, design, and maintenance of websites that not only optimize the customer journey but also significantly enhance brand visibility. With over 20 years of marketing experience, I have a proven track record of delivering successful projects, whether taking full responsibility for all elements or collaborating as a key member of Nordic teams.

My diverse skill set enables the seamless integration of various marketing elements in-house, resulting in reduced costs and cohesive outcomes both online and offline.



Work experience:

2024 ->
Egiss A/S
Marketing Manager



- Lead Global Marketing initiatives with a strategic vision
- Expertly plan and execute a range of impactful marketing activities
- Take full responsibility for managing budgets across multiple marketing projects
- Utilize advanced tools like Google Analytics, Google Tag Manager, SEO, and tracking systems to effectively monitor customer behavior
- Drive online advertising campaigns on platforms such as LinkedIn and Google Ads, harnessing techniques like IP-targeting and retargeting for maximum impact
- Maintain and optimize the company website using HubSpot
- Oversee the management of the webshop through NetSet
- Craft exceptional creative materials for both offline and online marketing, excelling in design and desktop publishing
- Develop and execute engaging newsletters and email marketing campaigns
- Strategically plan, budget, and roll out high-impact advertising campaigns
- Organize and execute memorable customer and partner events, ensuring meticulous budget management
- Showcase expertise in visual editing with tools like Photoshop, InDesign, Illustrator, and Acrobat DC
- Deliver compelling video content through skilled editing using After Effects and ShortCut

Branding and Marketing

Focused efforts on strengthening the company's branding externally as well as internally, establishing a solid and recognisable identity from the outset.

Customer Data Management

Analysed and organised the company's customer data, providing valuable insights for the sales team. This facilitated highly targeted campaigns tailored to specific customer groups, enhancing engagement and results.

HubSpot Expertise

Utilising HubSpot as the central platform for website and CRM management to effectively monitor prospects and leads, ensuring a smooth transition from MQL to SQL.

Advertising

Executed targeted advertising campaigns on LinkedIn and Google to improve communication, strengthen branding, and deliver tailored offers to the ideal audience.

Graphic Creativity

With over 20 years of graphic design experience, skilled in independently managing and executing all aspects necessary to deliver effective and high-impact marketing initiatives.

Global Webshop Optimisation

Leading the optimisation of the company's global webshop to simplify purchasing processes and improve goods handling across 180 countries, providing an enhanced experience for international clients.

2020 - 2024

Advania Danmark A/S
Digital Marketing Manager

- Company merger -

2016-2020

Kompetera A/S
Marketing Manager



- Responsible for marketing in Denmark as part of the Nordic marketing group
- Planning various marketing activities
- Managing budgets for different marketing initiatives
- Executing a range of marketing activities
- Using Microsoft CRM Dynamics
- Utilising ClickDimensions
- Managing the website using HubSpot, WordPress, CSS, and HTML
- Overseeing the webshop (Webmercs)
- Performing visual editing using Photoshop, InDesign, Illustrator, and Acrobat DC
- Designing offline and online materials as a creative designer (including DTP)
- Designing and executing newsletters and eDMs
- Monitoring customer behaviour with Google Analytics, Google Tag Manager (GTM), SEO, and tracking tools
- Planning, budgeting, and executing advertising campaigns
- Managing online ads, including re-targeting, Google Ads, and IP-targeting
- Planning, budgeting, and executing customer and partner events
- Co-organising webinars using GoToWebinar
- Editing videos with After Effects and Shotcut

Project Management

Managed the company's annual IT event, hosting over 300 participating customers. Oversaw all aspects of project coordination to ensure seamless execution and a successful event.

WordPress Expertise

Utilised WordPress as the CMS platform for the company's previous website to effectively showcase its competencies and services through structured columns, improving communication and establishing a solid foundation for lead generation.

Marketing Management

Responsible for managing and executing all essential elements required to independently lead a marketing department.

Webshop Optimisation

Streamlined customer decision-making by simplifying webshop choices, resulting in greater dynamism, improved clarity, and increased revenue.



- Manager with full responsibility for marketing
- Planning various marketing activities
- Budget responsibility for various marketing activities
- Part of the management team
- Product catalogues (Design, DTP, budget control, and execution)
- Product packaging (Design and DTP)
- Merchandise (Design)
- Newsletters and eDM (Design and execution)
- Monitoring customer behaviour (Google Analytics)
- Merging different data files to create simpler overview files
- Website and webshop (Webmaster, HTML specialist)
- Advertising campaigns and competitions (Planning, budget responsibility, and execution)
- Customer and Partner events (Planning, budget responsibility, and execution)
- Responsible for EU tenders

Strategic Negotiation Responsibilities

Active participation in the management team with responsibility for negotiating the company's marketing-related supplier and partner agreements. These efforts secured advantageous collaborations and ensured efficient use of resources.

Enhancing Branding

Developed clear guidelines for the company's branding through the continuous updating of its online graphic representation. This initiative provided customers with a clearer understanding of the company's capabilities and strengthened its market position.

Profitable Product Catalogues

Created and financed four annual product catalogues, each contributing to positive economic growth and increased product awareness among customers.

Webshop Optimisation

Planned and implemented the company's updated webshop in 2018, featuring a new design and a more dynamic user interface. This resulted in a significant increase in active users and a notable growth in revenue.

Improved Packaging and Branding

Redesigned the packaging for the company's own toner production, focusing on branding and consistency. This led to increased sales and a stronger visual identity. Additionally, designed the logo and packaging for the sub-brand ZetMac, further solidifying its market position.

Successful Customer Events

Organised several successful customer events with up to 250 participants at Brøndby Stadium and Tivoli. These events received positive feedback from both customers and suppliers, strengthening relationships and fostering future collaboration.

2004 - 2007

Boston Distribution A/S
Marketing Manager

2002 - 2004

Boston Distribution A/S
Account Manager

BOSTON

- Contributed to planning, design, and implementation as part of project group for the development of a new webshop in 2005
- Web Manager with responsibility for maintaining and enhancing the company's online presence
- Managed integration projects focused on incorporating live data from the ERP system, improving operational efficiency
- Newsletters and email direct marketing campaigns, including design and execution, as part of the Marketing Manager role
- Main point of contact for product descriptions and advertising strategies
- Account Manager for small and medium-sized business (B2B) customers, providing tailored support
- Provided exceptional customer service support, strengthening client relationships

Effective Website Redesign

In 2005, the company's website was redesigned, serving as an active platform until 2011. A thorough and systematic review of the entire portal led to an increase in online sales of over 12%, significantly contributing to the company's growth and digital strategy.

Career Development Through Dedication

Initially employed as an Account Manager with a focus on small and medium-sized business (SMB) clients, later advancing to Marketing Manager. This progression was the result of dedicated efforts in webshop development and marketing, which drove substantial improvements and successful outcomes for the company.

1998 - 2002

ILVA A/S
Sales

ILVA

- 2000 - 2002: Upholstery department
- 1999 - 2000: Bed department
- 1998 - 1999: Home accessories



Courses

- Adobe InDesign



Language skills

- **Danish:** Fluent (native)
- **English:** Both written and spoken (business level)
- **Swedish:** Spoken



Education

- 2002-2004: Office trainee, Boston Distribution/Hillerød Business School
- 1996-1998: Conscription training, as Sergeant in the army
 - King's Artillery Regiment, Hørsholm
 - Army Artillery Regiment, Varde
- 1993-1996: HHx exam, Lyngby Education Centre, Lyngby