



# HENRIK THRANUM

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Born 11-sept-1965, Frederiksberg, Denmark.  
 Driving license and my own car.  
 Single, no children.

## PERSONAL PROFILE

- Creative mind-set. The ability to think outside the box.
- Analytic minded with great organising and structure skills.
- Able to execute and deliver according to plan.
- Self-driven, with a curious nature.
- Great communication skills in both English and Danish.
- Proactively structuring my way through both complex problems and many simultaneous tasks.
- Dynamic, humorous and a well-liked and responsible team worker.



## QUALIFICATIONS



**Marketing.** Plans, activities, direct marketing, promotional literature, events, economy, sales tools.

**Digital Marketing.** SEO, SEM, CRO, CMS, insights/Analytics, web editor, Social Media, e-mail marketing.

**Project Management.** Coordination of small projects, events and seminars, create project plans and follow up.

**Analytics.** Market research, business analytics, reports and insights. Create reports in Excel.

**Communication.** Internal marketing, customer communication. Teaching and pep-talks. Empathic with respect for individual needs and characteristics.



## KNOWLEDGE & SKILLS

CMS , Web	■ ■ ■ ■ ■ ■ ■ ■
Online tools	■ ■ ■ ■ ■ ■ ■ ■
Google Analytics	■ ■ ■ ■ ■ ■ ■ ■
Word/Excel/PowerPoint	■ ■ ■ ■ ■ ■ ■ ■
Photoshop	■ ■ ■ ■ ■ ■ ■ ■
Access, ERP, SAP	■ ■ ■ ■ ■ ■ ■ ■

Danish	■ ■ ■ ■ ■ ■ ■ ■
English, spoken	■ ■ ■ ■ ■ ■ ■ ■
English, written	■ ■ ■ ■ ■ ■ ■ ■
Swedish/Norwegian	■ ■ ■ ■ ■ ■ ■ ■
German	■ ■ ■ ■ ■ ■ ■ ■

- I adapt fast and easily to new trends and technologies.
- I accommodate easily to new challenges
- I adapt easily to changes in the business environment.
- Excellent learning ability. First mover attitude.



## EDUCATION

2015	<b>Online Marketing</b> , Business Academy	■ ■ ■ ■ ■ ■ ■ ■
2014	<b>Communication in practise</b> , Business Academy	■ ■ ■ ■ ■ ■ ■ ■
2012	<b>Digital Marketing</b> , Int. Advertising Association	■ ■ ■ ■ ■ ■ ■ ■
2007	<b>Web Editor</b> , Tankevirksomheden	no examination
2000	<b>Bachelor in Marketing / HD(A)</b> , CBS	■ ■ ■ ■ ■ ■ ■ ■
1997	<b>Insurance and pension</b> , Insurance University	several modules
1992	<b>Marketing</b> , Merkonom, Business College	■ ■ ■ ■ ■ ■ ■ ■
1992	<b>Advertising</b> , Merkonom, Business College	■ ■ ■ ■ ■ ■ ■ ■
1989	<b>Bank clerk</b> , diploma 1 and 2, Bank College	■ ■ ■ ■ ■ ■ ■ ■

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## VOLUNTEER WORK

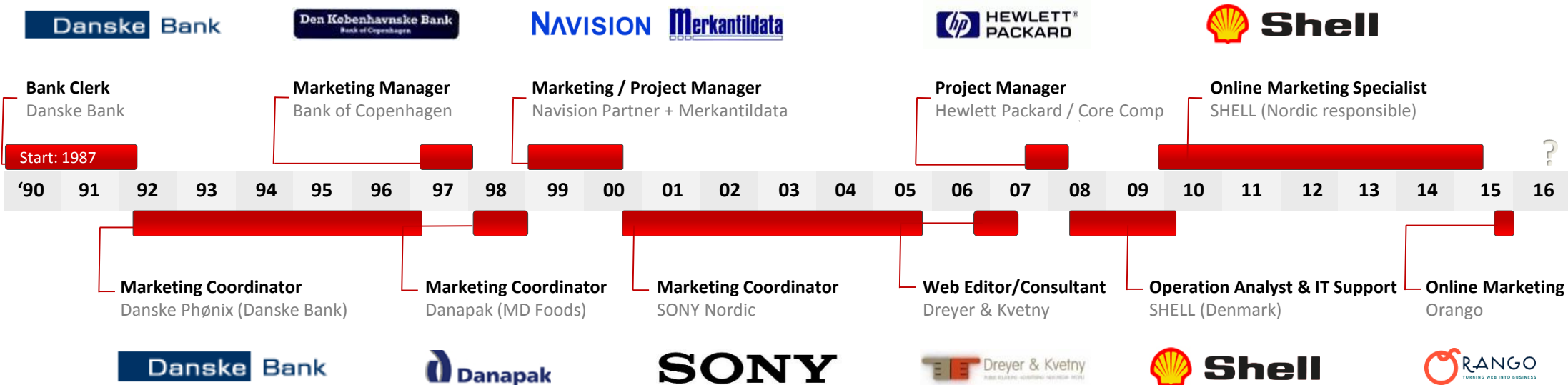
Worked as board member and still an active instructor in a kayak club. 14 times volunteer at Roskilde Festival.



## INTERESTS

**Kayak.** Certified instructor.  
**Art.** Admire and exercise.  
**Music.** Ex-reviewer at Gaffa.dk  
**Sport.** Running, swimming.

## PROFESSIONAL EXPERIENCE – Marketing all the way



## ONE JOB IN FOCUS

### Online Marketing Specialist Nordics – Shell (from 2009 – 2015)

An independent position with Nordic responsibility. Virtual role, reports to HQ in UK/NL.

- **Online Marketing.** Gave advises and consultancy about best use and integration of Digital Marketing for the different business teams. Best practise and optimisation of channels and content.
- **Develop, maintain and update** content for five country sites through **CMS**. Kept the sites flawlessly healthy and permanently updated with relevant content. Went from 400 errors to zero.
- **SEM and eMarketing.** Optimize campaign content for online use, text for the web (web editor), SEO and SEM. The internet traffic at shell.dk increased 40% in 3 years. Campaigns +180%.
- Ensure sites are **brand compliant** and reflect **global standards**, accessibility, usability, broken links etc.
- **Create and communicate insights.** Create web stats reports, user behavior insights and impact and results of campaigns (Google Analytics, BIME Analytics). Vital insights for optimization of content.
- **Mobile.** Part of the global team designing a Mobile App. Created a report how to improve and optimize the App, short term solutions and a long term project plan.
- **SEO.** Content optimization resulting in ranking going from unknown to page one in organic Google search. Continuously improving the content for the users and for the search engines.
- **Develop** completely **new web platform**. Participated in the global project for the development of a beta site. Responsible for creation and tailoring of content for the Lubricants products in UK.
- The work was done in **close collaboration** with global and local stakeholders and external partners.

## RECOMMENDATIONS

*“Henrik is a great person to work alongside. He builds strong relationships with team members and stakeholders and always works in a collaborative and positive way.*

*“Henrik is an experienced digital expert, with a specialism in Mobile. He is a very good project manager and his ability to work with demanding stakeholders has been tested and well proven. He is a creative thinker, a hard worker and a trusted member of the team”.*

*“I will recommend Henrik for companies who needs a person that works independently with huge dedication and show great responsibility for driving online marketing activities.*



For more info go to [www.linkedin.com/in/thranum](http://www.linkedin.com/in/thranum)