

ASTRID ULV THOMSEN

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Education

MA of International Business Communication – Intercultural Marketing

| 2019 - 2022

Copenhagen Business School

GPA: 10,1

Thesis: 12

BA of International Business Communication – English and International Marketing | 2016 – 2019

University of Southern Denmark

GPA: 10

Bachelor project: 12

Professional experience

MAY 2019 – SEP 2021

Student Marketing Assistant | Towoo

- Planning and executing campaigns for the company as well as for clients, with a focus on ROAS, accurate tracking, and testing.
- Carrying out SEO as a consultancy service for a small gallery, including on-page SEO and content creation for blogposts.
- Managing email marketing, both newsletter and flows to generate sales leads and nurture relationships with existing customers.
- Danish and English copywriting across multiple platforms.

AUG 2021 – MAR 2022

Marketing Assistant & Growth Marketing Manager | Duuoo

- Planning social media strategy and executing content, graphic designs, and profile management.
- Increasing click-rate, open-rate, and sales leads by optimizing newsletter content, with a focus on thought leadership within multiple areas of HR.
- Developing and maintaining the website, with a focus on generating leads through forms and engaging content.
- Engaging in community marketing, branding, and thought leadership, especially with an emphasis on female leadership.

APR 2022 – JAN 2023

E-COMMERCE & MARKETING MANAGER | Notabene

- Acting as manager and leading the e-commerce and marketing team, consisting of three people total.
- Social media strategy and execution with focus on user-generated content, influencer collaborations, and storytelling.
- Email marketing, including newsletters and email flows.
- Paid social and search, PR and influencer marketing.
- Analyses and reports with focus on testing and optimization.

FEB 2023 – AUG 2023

E-COMMERCE MANAGER | HSCPH

- Managing three webshops in Denmark, Germany and internationally.
- SoMe strategy and profile management, including content creation and copywriting.
- Email marketing with emphasis on newsletters and automated email flows.
- Website development, including content creation and copywriting.
- Analyses and reports with focus on testing and optimization.

IT & language

- Proficiency in Microsoft Office, Google Analytics, CRM systems, and basic HTML code.
- Intermediate R-studio experience.
- Beginner STATA experience.
- Native Danish language and fluent in English (academic & business).