



Maria Frederikke Skovgaard

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Aarhus, Denmark

CORE COMPETENCES

- Digital marketing and campaigns
- Newsletters and website updates
- SoMe
- Communication and presentation
- Project management

IT-COMPETENCES

Microsoft Office	● ● ● ● ●
MailChimp	● ● ● ● ●
WordPress	● ● ● ● ●
Hootsuite	● ● ● ● ●

LANGUAGES

Danish	Native
English	Fluent

PERSONAL PROFILE

I am active and social and I love being part of different communities. I play soccer for IF Skovbakken, and I enjoy city holidays where I can explore new cultures and experience new places. I love going to concerts, enjoying music together with good friends.

ADDITIONAL EXPERIENCE

Check-out assistant

Føtex
2017 - 2020

Soccer coach

U8 girls, IF Skovbakken
2019 - now

PROFESSIONAL SUMMARY

As a newly graduated cand.merc.(com) with a special interest in digital marketing and campaigns, I have a strong passion for communication and marketing. I have built solid skills within development and implementation of marketing campaigns, newsletters, website updates, and SoMe. I am a committed and result-oriented person who thrives in dynamic and creative environments. My experience has strengthened my ability to communicate effectively and manage value-adding campaigns.

EDUCATION

Cand.merc. in corporate communication // Aarhus BSS **2022 - 2024**

My understanding of strategic communication, digital marketing, and campaign coordination is deep. I have developed and implemented communication strategies and marketing campaigns in various projects:

- Developed a communication strategy for a local company as part of a project.
- Worked with digital marketing and campaign coordination, creating a significant increase in online awareness for the project.

HA.(com) // Aarhus BSS **2019 - 2022**

Solid knowledge of communication, marketing, and media. I have participated in courses that strengthened my skills in both written and oral communication and digital and strategic marketing.

EXPERIENCE

Communications specialist // Salling Group **2023 - 2024**

I worked with several aspects of the company's internal and external communication. I was responsible for the development and release of newsletters, updating the website, and supporting digital marketing campaigns. I worked with the marketing team to ensure that the campaigns reached the target audience and created the desired effect.

- Developed and released monthly newsletters, which resulted in an opening rate of over 40%.
- Updated the company's website with new content, improving the user experience and increasing traffic.
- Supported digital campaigns, contributing to a 20% increase in online engagement.

Campaign coordinator // Danish Red Cross Youth **2020 - 2022**

In my volunteer work with the Danish Red Cross Youth, I was part of the coordination and completion of campaigns increasing awareness of the organisation's work. I was responsible for creating content for social media, writing newsletters, and updating the website.