



Morten Skov

Marketing Projektleder

www.mortenskov.dk

www.linkedin.com/in/morten-skov

Contact

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Languages

Danish

English

German

Skills

Lead Gen

Advertising

Visual Prod.

Project Mgmt.

Automation

Curriculum Vitae

Summary

Digital marketing specialist and generalist with 12+ years experience working across digital marketing in various roles and competences. Strong knowledge in SEM, SEO, PPC, SoMe, analytics, content marketing, and inbound marketing with hard skills in graphic design; photography and video production. I'm an equal parts strategic and creative mind who is always focused on structure, attention to detail and bringing a human understanding to the workplace.

Read more: www.mortenskov.dk

Work Experience

February 2022 – Present

Marketing Manager – Capio Privathospital

- Responsible for developing and executing Capio Privathospitals overall Marketing Strategy together with “Team Commercial”
- Performance Marketing Lead – generating B2B & B2C leads via digital channels/platforms including SEO, Google Ads, Facebook Ads, LinkedIn Ads etc.
- Driving B2B (ABM) efforts through both online and offline channels
- Planning and execution of physical events
- Project Lead on developing the new website (WordPress)
- Project Lead on implementing new Marketing Platform (ActiveCampaign)
- Content production – Graphic production, Photography & Video Production

November 2018 – January 2021

Project Marketing Manager – ABC Consulting Engineers

- Developing and supporting sales & marketing strategies and activities, including inbound strategy and driving leads to the sales department via digital channels/platforms including SEO, Google Ads, Facebook Ads, LinkedIn Ads etc.
- Driving B2B efforts through targeted marketing in a mix of online marketing as well as offline marketing
- Facilitating strategy, development and activation of marketing content for organic and paid channels (copywriting, video production, graphic production)
- Working closely with the sales department to improve CRM, streamline internal operations and develop customer relationships
- Planning and execution of webinars and physical events
- Overseeing the development, maintenance and operation of all digital channels including web, social, email, etc.

February 2017 – November 2018

Digital Marketing Manager – Presidents Institute

- From ideation to execution, developed marketing strategies across digital platforms to increase ticket sales for Presidents Institute’s biannual conferences and convert into memberships.
- Prepared and executed digital marketing campaigns, targeting an international community of C-level and Senior Executives.
- Created high-converting landing pages, email marketing campaigns and PPC campaigns across Facebook, LinkedIn and Google.
- Oversaw all video related operations including conducting video interviews with C-Level executives, capturing the Presidents Summit and various other content needs across the business and all stages of the video production process.
- Optimised content for publishing across all owned platforms to execute organic and paid digital marketing strategies.



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Work Experience

February 2010 – February 2017

Co-Founder – MUUV.dk

- Co-founder of MUUV.dk, an online portal for music education
- Drove all marketing processes, systems and strategies with a focus on driving traffic to web platforms
- Created content across paid and organic channels to recruit subscribers (music teachers) to the platform
- Oversaw all administrative pieces of the company including customer relationships, accounting, and internal processes

June 2016 – Present

Founder & Owner – Video by Heart

- Founder of video production company Video by Heart
- Working alongside several smaller clients to produce cost-effective videos for digital campaigns.
- Facilitating several small workshops discussing the optimal use of video in content marketing
- Full service video production capabilities (pre-production, production, filming, editing, etc.)

June 2014 – June 2016

Online Marketing Manager – AW Media

- Planned and executed online marketing strategies across all digital platforms – Google Ads, Facebook Ads, LinkedIn Ads
- Monitored and maintained the media budget across various clients and campaigns
- Analyzed and reported on site traffic including click navigation, shopping patterns, and purchase conversions
- Oversaw and managed the company's affiliated freelancer network

June 2013 – June 2014

SEO Manager – AW Media

- Developing SEO strategies for a range of clients
- Search Engine Optimization (On-site SEO, Technical SEO, Linkbuilding)
- Content marketing
- Training and helping out a small team of student assistants
- Quality assurance and proofreading
- Analyzed and reported on site traffic including click navigation, shopping patterns, and purchase conversions
- Lead on building www.ekspertvalg.dk and www.greenmatch.dk

February 2009 – August 2010

SEO Specialist – DanaWeb A/S (now Group Online)

- Developing SEO strategies for a range of clients
- Lead on building a new SEO department
- Search Engine Optimization (On-site SEO, Technical SEO, Linkbuilding)
- Responsible for delivering value through Google to ~30 clients
- Analyzed and reported on site traffic including click navigation, shopping patterns, and purchase conversions
- Monthly reporting of results
- Resale and additional sales to customer portfolio



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Education

2010 – 2015 – Copenhagen Business School

HA (Psyk.) – Bachelor in Business & Psychology

2006 – 2008 – NEXT, Ishøj

HTX – Gymnasium (High School Education)

Toolbox

Adobe Creative Cloud

- InDesign
- Lightroom
- Photoshop
- Illustrator
- Premiere Pro
- After Effects
- XD

Google Suite

- Google Ads
- Google Tag Manager
- Google Analytics

Facebook Ads

- Business Manager

LinkedIn Ads

- Campaign Manager

CRM & Marketing automation

- HubSpot
- webCRM
- ActiveCampaign
- Mailchimp

Websites & CMS

- WordPress
- Shopify
- Umbraco

Microsoft

- Office 365
- PowerPoint
- Planner
- Teams

Hobbies & Interests

- Basketball
- Music – Drums & Music Production
- Running
- Marketing