



MARK HALLANDER

HELPING YOUR BRAND STAND OUT WITH
INSIGHTS-DRIVEN MARKETING

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PROFILE

I am a self-driven and passionate marketing strategist with a track record of strong results. I love when the synergies of the team contribute to something greater, while my personal mantra is to be a better version of myself than I was yesterday. My ambition is mirrored in my work ethic.

EDUCATION

2019 - 2020

Hybrid Agency Program, KEA Competence

- This post graduate of the agency industry aims to break down company silos and establish better conditions for innovation through the hybrid function. It has given me strong competencies within creative process thinking, business understanding and digital strategy.
- GPA: 11

2016 - 2018

Cand.merc.(kom.), CBS

- My master's degree has given me a broader understanding of complex, strategic communication - internally and externally - with the purpose of solving business objectives in a global context
- My thesis project discusses how purpose-driven brands (e.g. Novo Nordisk and Rambøll) can use their employees to connect with Millennials
- GPA: 10,3

2015

Exchange, La Trobe University

- As a part of my undergraduate at CBS, I did my electives at the Faculty of Business, Economics and Law at La Trobe University in Melbourne
- Courses: PR (A+), Business Administration (A+), Marco Economics (A+)

EXPERIENCE

2017 - 2020

Insight & Strategy Developer, Advance

Advance is one of Denmark's largest independent creative agencies. I am a part of the team that seeks to understand our client's market and customer reality. As a strategic planner, I discover insights that build a foundation for developing an effective communication strategy.

- Development of insights and go-to-market planning
- Analysis on market, company and consumer level
- Social media listening and trendhacking
- Tracking, evaluating and reporting of campaigns
- Project manager for own client portfolio
- Briefing creative teams in the production of assets
- Lead management on prospects and pitch proposals

Selected result: As part of the agency's marketing team, I helped create brand awareness that led to new business - moving our brand positioning ranking from #13 to #4 in an extremely competitive market.

2017

Marketing & Communications Intern, Tryg

Tryg's Corporate division creates piece of mind through complex insurance programs for the largest organizations in the Nordic region. As a marketing intern, I have assisted this division's salesforce and helped develop different communication initiatives.

- Formulated the division's communication strategy and value proposition
- Created a marketing toolbox with integrated knowledge-sharing functions
- Optimized Tryg.dk with improved text, layout and functionalities
- Developed internal and external content, e.g. client cases, articles etc.

Selected result: Initiated an Employee Advocacy program to improve awareness in the market and facilitated the training of employees in LinkedIn and networking strategy.

2016 - 2017

Head of Marketing, Peak Balance

Peak Balance is a management consultancy that specializes in digital learning, LMS solutions, and business development. I was responsible for all external communications and marketing related activities.

- Deployed marketing campaigns, e.g. print, e-mail and SoMe
- Worked with strategic lead management for B2B
- Hired and guided two marketing interns
- Assisted in digital product development for e-learning programs
- Created different content (blog posts, E-books, infographics, videos, cases)
- Developed two new websites with SEO initiatives behind it

Selected result: With no prior marketing set-up, I build the base of the company's marketing organization - from strategy to execution.

2016

Marketing Intern, Euler Hermes

The internship in this global credit insurance company, made me a part of the Nordic marketing and communications department.

- Helped draft the digital strategy
- Carried out market and competitor analysis
- Managed the Nordic websites
- Created content for the financial and credit insurance industry

Selected result: Boosted online presence with SEO and Adwords initiatives.

COURSES

Marketing your business online (Allison), The future of online marketing (Google), Digital marketing (Google), Social Media marketing (Mindjumpers), CMS & Digital content strategy (CBS), Social selling (Danish Marketing Association).

IT

CRM (Salesforce, Infusionsoft, Podio), Web development (Wordpress, Sharepoint, Umbraco, Wix), Google tools (Adwords, Analytics, Trends, Correlate, Drive, Sites), Project Management (Trello, Workbook, Teamwork Projects), Adobe (Reader, Indesign), Microsoft Office (Word, Excel, Powerpoint, OneNote), Email tools (Mailchimp, Infusionsoft, Campaign Monitor).

INTERESTS

Besides taking care of my social life - friends, family and girlfriend - I love to play the drums and watch the Premier League. I am my family's go-to marketing consultant, so I often find myself helping out with website development and SoMe strategy. I also enjoy writing, and post articles on marketing, business understanding and digital strategy on my blog. You can read it [here](#).

REFERENCES

Available on request.