



NIKOLAJ SCHWANER

CREATIVE MARKETING SPECIALIST

CONTACTS



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ABOUT ME



In recent years, I have focused on project management within marketing and content production. I have a deep understanding of how companies can balance between effective performance marketing while maintaining a clear vision for softer values.

SKILLS



META Business Manager

Adobe Creative Suit

Photography & videography

Google Analytics

Wordpress

MetaBase

HubSpot

Microsoft Word

Microsoft Powerpoint

Shopify

Monday

LANGUAGES



Danish

English

Deutsch

EXTRA-CURRICULAR ACTIVITIES



SKIPPER IN INDONESIA

Fællesskab på vand

NOV 2018 - MAR 2019

- Train the boat's 10 guests in sailing with a focus on safety and procedures, coordinate navigation on the water, maritime safety, and planning, as well as facilitate social interaction and ensure the guests' well-being on the boat with an emphasis on a positive experience.

REFERENCES



NICKLAS BORGEN

Head Of Marketing | Female Invest

Phone Number +45 21 19 15 93

BASTIAN LIND

CMO | BARONS

Phone Number +45 26 71 32 12

PETER WOLSING

Project leader | Sejlsportsligaen

Phone Number +45 21 16 74 00

HOBBIES



- You will often find me cycling with the guys getting some exercise and enjoying the fresh air. When it's summer
- I love being on the water where I can practice my favorite sport sailing. Either I'm windsurfing or we go out for summer trip in the beautiful Swedish archipelago

WORK EXPERIENCE



JAN 2024

PRESENT

FREELANCE MARKETER

Female Invest

- Conceptualized and produced a brand awareness campaign **featuring Carmen Mundt**. The campaign achieved over 1.2M organic views and more than 130k interactions.
- Planned and executed the brand campaign The Hourglass event in London, utilizing PESO channels. The campaign achieved results, with over **1,000 women signing the hourglass**.
- Planned and executed a data-driven ATL crowdfunding campaign across PESO channels, driving 220% YoY growth. Developed and implemented a content strategy that generated 21 million new impressions and **4,000 pre-registrations** within just two hours.
- Achieved a double YoY increase in CTR for sales campaigns on META, despite a 600% YoY increase in investment.
- Coordinated and facilitated collaboration between external and internal partners in content production, ensuring high-quality results for performance on PESO.
- Produced and optimized the work process using AI for the '112 For Din Økonomi' podcast, which reached the top charts for several weeks, achieved 264K downloads and reaching 25% of Danish women through paid.
- Created roadmap to reduce CAC by up to 10% on paid.

MAR 2022

DEC 2023

BRAND AND CONTENT MANAGER

Arctic Outdoor

- Developed a Go-to-Market strategy on SoMe for a new brand launch, executing an urgency campaign that achieved a CPL of DKK 5,00 and generated 6,000 qualitative leads in 14 days.
- 1.2 million in revenue in the first year with a ROAS of 4. Notably without offering any discounts throughout the year, running an awareness campaign during Black Friday, and focusing on building the brand rather than purely on performance marketing throughout the year.
- Responsible for supervising our student assistant, ensuring their development and tasks were aligned with our KPIs.
- Planned and executed major photoshoots across Europe with both internal and external collaboration partners and been the lead ensuring everyone thrived and achieved our project KPI's.
- Facilitated collaboration with brand ambassadors to build brand loyalty and visibility.
- Built a full funnel with a targeted focus on sales and brand awareness.
- Established various email flows and push emails in Klaviyo with an average open rate of 48%.
- Responsible for optimizing META performance in collaboration with an external agency.

OCT 2020

MAR 2022

CONTENT CREATOR & MARKETER

BARONS

- Planned and executed new product launch, resulting in the sale of over 1,000 shirts on the launch day without any discount.
- Developed a content strategy for SoMe in collaboration with the marketing team.
- Further developed the 'Man in the Shirt' **ambassador program** to build brand loyalty and visibility.
- Responsible for the Go-to-Market content on META with the country manager for BARONS' launch in Norway.
- Collaborated with external production companies on developing an awareness campaign on SoMe.
- Strengthened the visual identity in the Danish, Norwegian, and Dutch markets as part of a marketing team.

JUL 2013

SEP 2018

INSTRUCTOR & COACH - TEAM BUILDING

MATCH RACING DENMARK

- Facilitated team collaboration (SAS, Maersk, Lego, Autohuset Vestergaard) with a focus on communication and performance on the boat.
- Responsible for ensuring events proceeded as planned.
- Improved team cohesion in working towards their goals.
- Managed high-pressure situations with a focus on customer experience.