

Les Deux understands that a strong business is built on more than just performance marketing. Your content is not only perfectly aligned with the brand, but also of a quality that balances fashion, storytelling, and your community. This approach is a major source of inspiration for me and aligns with my passion for innovation, creativity, and strategic marketing. That's why I had no doubt in applying for the Content Creator position - I want to contribute to your impressive growth journey.

From Concept to Production

I am focused on developing and producing the best content, without compromising on creativity or quality. I have experience with the entire process - from idea development and data-driven insights to production, with ongoing optimization of content. Insights gained throughout the process have given me a comprehensive understanding of how to balance the various elements in brand and campaign execution. During my previous roles, I have:

- **Developed and produced a brand awareness campaign that achieved 1.5 million organic views:**
At Female Invest, I developed and produced a [campaign with Carmen Mundt](#), generating over 150,000 interactions.
- **Planned and produced a product launch in collaboration with Danish e-commerce brand Liiteguard:**
My responsibilities included both the overall campaign planning and [content production](#), which involved a 360-degree production.
- **Led the production of a brand campaign across [Germany, Italy, and Switzerland](#),** collaborating with both internal and external partners. I oversaw the process and ensured everyone thrived while meeting project KPIs.

With experience from both retail and SaaS companies, I have developed strategically focused content and optimized performance by combining data with creative thinking. My approach to brand execution is based on a balance between creativity and data-driven insights, which has led to successes such as:

- **Doubling the CTR YoY for brand and sales activities** on META, despite a 600% increase in ad spend. The result was achieved through an understanding of data and the target audience, combined with a creative approach to content development.
- **Turning consumer insights into action:** Developed a Go-to-Market strategy for the launch of a new B2C brand, where a new target audience was defined through A/B testing of tone-of-voice, content, and performance analysis of the related creatives. The campaign resulted in a CPL of 5 DKK and generated 6,000 qualified leads in just 14 days.

From Results to Personal Skills

- **Collaborative:** My experience as an elite athlete in high-performance sports has taught me that collaboration is about creating success through a shared goal, where no one is dispensable and everyone contributes to the common mission.
- **Responsible:** As skipper in Indonesia, I was in charge of 10 people, ensuring their safety, navigation, and onboard experience. I planned routes, made decisions in unpredictable weather conditions, and created a safe, positive experience for everyone across different teams.
- **Creative Problem Solver with Extensive Experience:** Through my roles as both a creative consultant and marketing specialist, I have developed and optimized brand and tactical campaigns. I have worked with agencies to create solutions that merge creative ideas with measurable results.

With me on your marketing team, you'll have a dedicated and responsible employee who combines creativity, strong drive, and a deep passion for Les Deux. I bring ideas that increase visibility, strengthen engagement, and enhance market penetration.

I look forward to hearing from you and hope that you are as curious about me as I am about your company.

Best regards

Nikolaj Schwaner