



NIKOLAJ SCHWANER

CREATIVE CONTENT SPECIALIST

CONTACTS



+45 53 66 20 69

nschwaner@icloud.com

København, 2300

ABOUT ME



I'm an open-minded and energetic person who thrives on collaboration and new challenges. Sailing has been a lifelong passion, teaching me the value of teamwork, trust, and staying calm under pressure - lessons I carry into everything I do. I love connecting with people, both personally and professionally. I'm dedicated, optimistic, and always ready to embrace the ups and downs of the journey.

Discover my portfolio at:
www.nikolajschwaner.com

SKILLS



Photography & videography

META Business Manager

Microsoft Powerpoint

Adobe Creative Suit

DaVinci Resolve

Google Analytics

Shopify

Microsoft Word

HubSpot

Sanity

Wordpress

MetaBase

Monday

LANGUAGES



Danish

English

Deutsch

EXTRA-CURRICULAR ACTIVITIES



SKIPPER IN INDONESIA

OCT 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



- I love cycling with friends and enjoying the outdoors.
- In the summer I'm drawn to the water whether windsurfing or sailing through the Swedish archipelago.
- I've set a goal to complete an Ironman in 2025 pushing my limits and working hard to achieve this big goal.

WORK EXPERIENCE



JAN 2024

PRESENT

FREELANCE COMMERCIAL CONTENT CREATOR

Female Invest

- Conceptualized and produced a brand awareness campaign **featuring Carmen Mundt**. The campaign achieved over 1.5M organic views and more than 150k 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**.
- Developed and executed content strategy and production for crowdfunding, resulting in 21 million new impressions and 4,000 pre-registrations within just two hours and crowdfund **\$1 million in just four minutes**.
- 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 SPECIALIST

Arctic Outdoor

- Developed a Go-to-Market strategy on **SoMe for a new brand launch**, executing an brand campaign that achieved a CPL of DKK 5.00 and generated 6,000 qualitative leads in 14 days.
- 1.2 million in revenue in year 1 with a ROAS of 4, leading to 100% revenue growth in year 2. This was achieved without discounts, including during Black Friday, where we ran an awareness campaign. By focusing on brand building over short-term performance, we created a foundation for healthy growth and profitability.
- 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 and production 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%. (**see exsamples**)
- Responsible for optimizing META performance in collaboration with an external agency.

OCT 2020

MAR 2022

CONTENT CREATOR & MARKETER

BARONS

- Planned and produced a new product launch, resulting in the sale of over 700 shirts within the first days, without any discounts.
- Developed a content strategy for SoMe in collaboration with the marketing team.
- Further developed and produced the '*Man in the Shirt*' **ambassador program** to build brand loyalty and visibility.
- Responsible for the Go-to-Market content on paid 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

AUG 2019

INSTRUCTOR & COACH - TEAM BUILDING

GoSail

- Facilitated team collaboration (SAS, Maersk, 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.

DISCOVER MY PORTFOLIO



I am a proactive and results-oriented person with a solid understanding of strategic decision-making and a strong ability to think and produce creatively.

Portrait of Carmen Mundt - Brand Awareness Campagin |
<https://nikolajschwaner.com/carmen-mundt/>

Danish Outdoor Brand Arctic Outdoor |
<https://nikolajschwaner.com/arctic-outdoor/>

liiteGuard - AeroTech Windbreaker Product Launch |
<https://nikolajschwaner.com/liiteguard-product-launch/>

Worked for the eCom shirt brand BARONS |
<https://nikolajschwaner.com/barons/>

Action sport - collab with Maxim |
<https://nikolajschwaner.com/pow-x-maxim-colloab/>

Creative SoMe campaigns for Female Invest |
<https://nikolajschwaner.com/female-invest/>