



19yy-yy-yy
Dons, Rasmus

Fra LinkedIn (2015), connections: 338

Trouble shooter, interested in brand management and employer branding
Copenhagen Area, Capital Region,
Denmark
Events Services



Summary

Currently i am in the process of writing my master thesis on organizational identity in connection to management in the service sector with a specific focus on restaurants.

I am creative problem solver with a relatively broad background with in the hospitality sector. I focus on improving processes, both through economical development and human resource management.

I find the relationship between organizational image, org. culture (including identity) and stakeholder value extremely interesting.

Besides writing my thesis i am currently in to process of developing marketing strategies for Hippologen.dk and Dykkergitte.dk as well as consulting the later on organizational development

My personal objective is to evolve and keep learning both professionally and privately. 10 years ago i thought i were the perfect leader when i started working a a restaurant manager, today i know that i were i long way off back then (probably no worse than many other young hotshots). i have developed a lot since then both through work and education and today i feel closer to where i thought i were back then:-)

Experience

Problem solver

Rado Service

January 2012 – Present (3 years 1 month)Copenhagen Area, Denmark

Provide advice on design and maintenance with in the restaurant business

Chefvært

Jensens Bøfhus

July 2009 – Present (5 years 7 months)Copenhagen Area, Denmark

daily management, including HRM, CRM, facility management and economy

PADI Divemaster

dykker gitte

June 2010 – June 2013 (3 years 1 month)

At Dykker Gitte I took part in the training and education of new divers as well as being a dive leader taking both new and experienced divers on trips and training dives.

Intro administrator BScSEM intro

Copenhagen Business School

February 2011 – October 2011 (9 months)Copenhagen Area, Denmark

coordinating and managing the 16 intro tutors taking care of the new students at BScSEM. coordinatin the welcoming and intro course for 140 new students and handling everyything concerning the course, incl, recruiting, budgeting, accounting and training of the tutors.

Restaurantchef

Jensen's Bøfhus A/S

April 2004 – August 2007 (3 years 5 months)Copenhagen Area, Denmark

running a large business. sole responsible for 60 employees, economy, accounting, training, CRM and HRM

Management trainee

Jensens Bøfhus A/S

May 2002 – April 2004 (2 years)Copenhagen Area, Denmark

Daily management of the restaurants, training of employees, HRM, CRM, managing the kitchen.

Administrative assistant

Diskotek Chess

February 2000 – November 2002 (2 years 10 months)Svendborg, Denmark

everything from ordering goods to fixing the odd problem

Certifications

Emergency first responder instructor(Link)

Emergency First Response, License 280850

October 2012 – Present

Padi Divemaster(Link)

PADI, License 280850

November 2010 – Present

Rescue Diver(Link)

PADI

March 2010 – Present

Oxygen provider, EFR(Link)

PADI

October 2011 – Present

Jagttegn(Link)

Miljøministeriet

April 2011 – Present

Projects

Developing marketing strategy and creating a social media strategy for

Dykkergitte,(Link)

June 2014

Developing the marketing platform for diving in Oman on Facebook, Maintaining the platform, including building audience.

Consulting on marketing strategy and business development.

Creating interaction on Facebook for Dykkergitte.dk, Attraction of likes and followers for the page

Vinder af titlen "Årets restaurant" i region Øst ved Jensen-Tour kåringen 2012(Link)

May 2011 – May 2012

regionsvinder af den interne konkurrence i Jensens Bøfhus

(Open)

Developing marketing and social media strategies for Hippologen(Link)

June 2013

Development of strategy, Implementation of strategy. Building audience and attracting followers on social media. Direct and indirect marketing

Dykning i Oman(Link)

May 2014

Marketing for Oman as a dive destination for Danes.

Volunteer Experience & Causes

intro administrator

Copenhagen Business School

February 2010 – September 2011 (1 year 8 months) Education

organizing the intro programme for new students at the service management study

Opportunities Rasmus is looking for:

- Joining a nonprofit board
- Skills-based volunteering (pro bono consulting)

Causes Rasmus cares about:

- Environment
- Disaster and Humanitarian Relief
- Politics

Organizations Rasmus supports:

- Animal welfare in a food perspective

Organizations

BsC Service management study board

January 2011 – June 2012

Bestyrelsen for Ejerforeningen Nordre fasanvej 163-165

chairman

April 2004 – April 2009

Courses

dykker gitte

- Emergency first responder
- Oxygen provider
- Emergency first respons instructor (EFR instructor)

Jensen's Bøfhus A/S

- Coaching as a management tool
- Økonomi kursus
- rekruttering

Søværnets sergentskole

- Firefighter and smokediving
- lifeguard
- Indsatsleder
- Undervisning i praksis
- Motorpasning
- Våbenhåndtering

vejle commercial college

- Human Resources
- Management
- Practical Management
- Organisation theory

htx svendborg

- Graphical presentations
- Multimedia design
- Design in communication

Jensens Bøfhus A/S

- almen fødevare hygiejne
- Basic Management program

KVUC

- Mathematics level B
- psykology C

Itasca Community College

- Ethics (000190)
- Regional American History (000110)
- Biology (000236)
- Chemistry (000237)
- English (000237) - Outdoor adventure (000168)

Georg Stage

- Arbejdssikkerhed
- Skibs teknik
- brandbekæmpelse

Copenhagen Business School

- Human resource management (HE158)
- A psychological perspective (HAP_VPP)
- First aid provider
- Management of creative processes
- Service marketing and advanced service marketing
- Organizational behavior
- Macro economics

Independent Coursework

- Ledelseskursus (CA a-kasse kursus)
- Iværksætter Workshop

Copenhagen Business School

- Innovation within food and agribusiness
- Strategic brand management
- Leadership
- Organizations and society
- managing organizational change
- Organizing processes
- Organizational identity
- Accounting and performance management
- business strategy

Languages

- English, Native or bilingual proficiency
- Danish, Native or bilingual proficiency
- German, Limited working proficiency

Education

Copenhagen Business School

MSc EBA (Strategy, Organization and Leadership) || Cand.merc. (Strategy, Organization and Leadership, Organizational Leadership, MSc
2012 – 2014

Activities and Societies: Intro coordinator. responsible for the introduction for new students at my ba

Københavns Universitet

part of my masters at CBS, Innovation within food and agricultural business
2013 – 2014

food and agri business economy, innovation within the food and agri business

Copenhagen Business School

BSc in Business Administration and Service Management, service management and business administration, Bachelor in Business administration and service management
2009 – 2012

Activities and Societies: intro tutor 2010 Intro Administrator 2011 Studyboard member
2011 and 2012

KVUC
college, supplementary courses
2008 – 2008

Niels Brock
suplering, erhvervs og virksomheds økonomi
2008 – 2008

Georg Stage
skibs assistent, sailing
2007 – 2007

Søværnets sergentskole
sergent elev, naval management
2007 – 2008
Activities and Societies: Lappedykkeren

vejle commercial college
akademi merkonom, management and HRM
2004 – 2006

Dykkergitte, 5 Star PADI resort
PADI Divemaster, diving
2010 – 2010

htx svendborg
teknisk student, informations teknologi
1998 – 2001
Activities and Societies: Head of event management group

Itasca Community College
college, general studies
1999 – 2000

Additional Info

Interests

- diving,
- Food and agricultural science,
- HRM,
- recruiting,
- business development.

Personal Details

Birthday: June 2, 1981

Advice for Contacting Rasmus

- you are very welcome to write me an email or call me but you might have better luck with the email