

19yy-yy-yy
Laursen, Kent Lyager

Fra LinkedIn 2015, connections: 321

Online Marketing Specialist at
webdanmark.com
Central Region, Denmark
Marketing and Advertising



Experience

Online Marketing Specialist
webdanmark.com

May 2014 – Present (9 months) Århus Area, Denmark

Working as a consultant within Online Marketing and specialist within Content Marketing and content based SEO. Supporting Danish B2C and B2B clients growing their digital business and reach their digital potential. Among others I've been working with B2C brands as Noa Noa, Sejs Dynner, SE and Kaufmann and B2B brands as Lemvigh-Müller, Aller Aqua, Aasted, Kamstrup. My role varies from to client to client - for some I work as a daily point of contact, for others as project manager or participant, and again for others as a content specialist.



webdanmark.com

Ecommercer

Thansen.dk

January 2014 – March 2014 (3 months) Middelfart

Web Coordinator

JYSK

July 2011 – December 2013 (2 years 6 months)

Web Assistant

JYSK

April 2008 – July 2011 (3 years 4 months)

Webmaster @ Teknologisk Partnerskab m.fl.

Teknologisk Institut

February 2006 – March 2008 (2 years 2 months) Århus Area, Denmark

Tekstforfatter (studiejob)

+plushandel

February 2007 – August 2007 (7 months) Århus Area, Denmark

Jeg skrev salgstekster til huse og lejligheder til salg på plushandel.dk. På baggrund af en række informationer om boligen samt billeder, skrev jeg tekster, der skulle vække interessen og fremhæve boligens USP'ere.

+Plushandel var en udspringer af Boligportal.dk, men med fokus på at man kunne sætte sin ejerbolig til salg, som et billigt alternativ til traditionelle ejendomsmæglere.

Languages

- Danish
- English

Education

Google Analytics Certification

Google Analytics

2014 – 2014

https://www.google.com/partners/?authuser=0#i_profile;idtf=104011630948449979116;

IBC, Kolding

Web Marketing Manager, Digital marketing and strategy

2013 – 2013

E-strategien og den digitale markedsføringsplan

Søgemaskineoptimering (SEO)

E-mail marketing

Sociale medier

Usability og brugervenlighed

Konvertering og konverteringsoptimering

Annoncering på nettet - PPC/Google AdWords

Markedsføring på smartphones og tablets

Webanalyse og brug af Google Analytics til effektmåling

University of Southern Denmark

Master, Cand.it - Web Communication

2005 – 2007

University of Aarhus

Bachelor, Scandinavian language and literature

2001 – 2005

Additional Info

Interests

- Follow the development within "Digital stuff" - Play around with Wordpress and create small websites for fun - Listen to great music - Run as much as my old legs allow me to do - both short and long distances - Watch and follow a lot of sport - Cook and eat great food - Taste great wine

Personal Details

Birthday: September 11