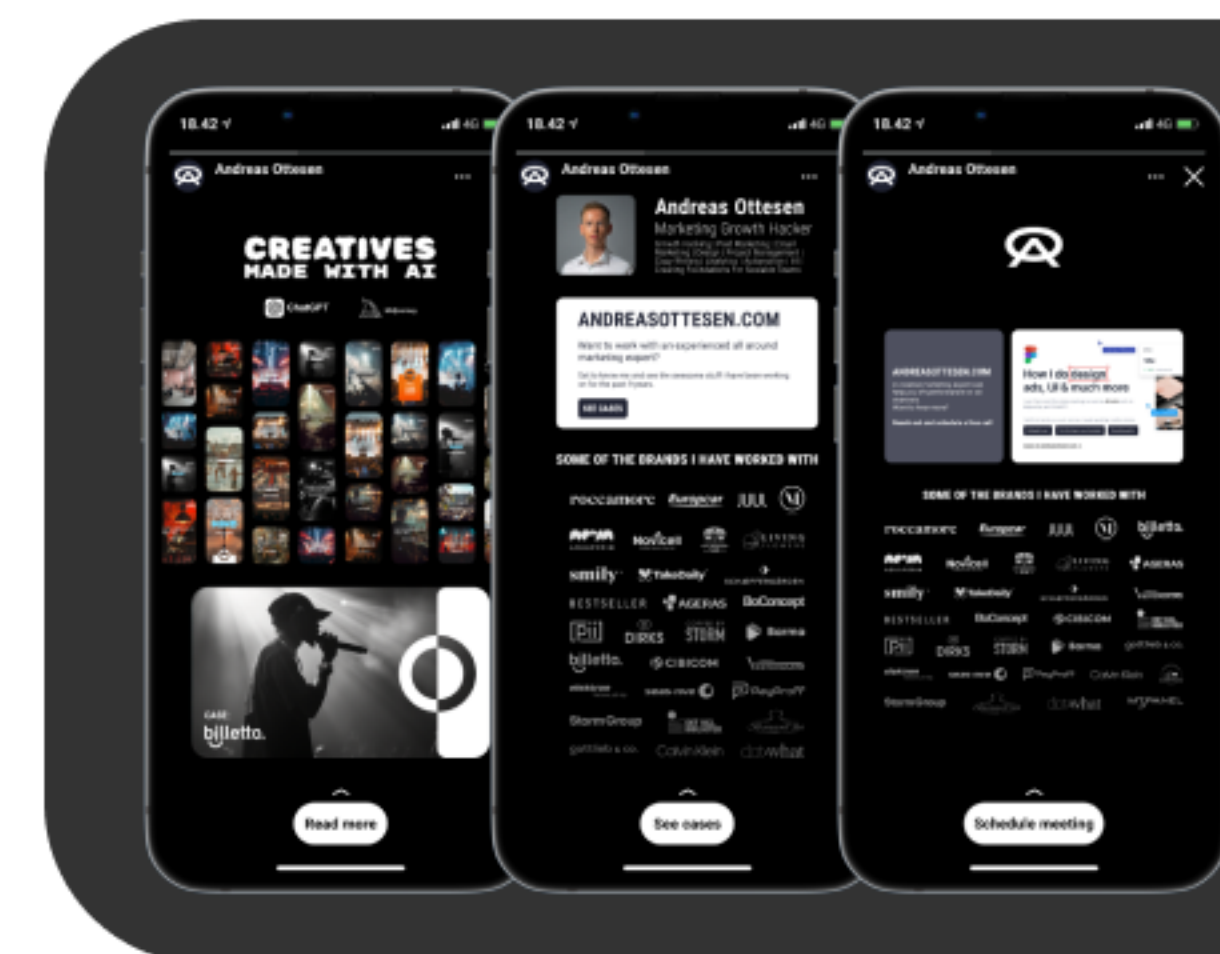


CV



Page 2: Intro

Page 3: About me

Page 4: Experiences

Page 5: Contact



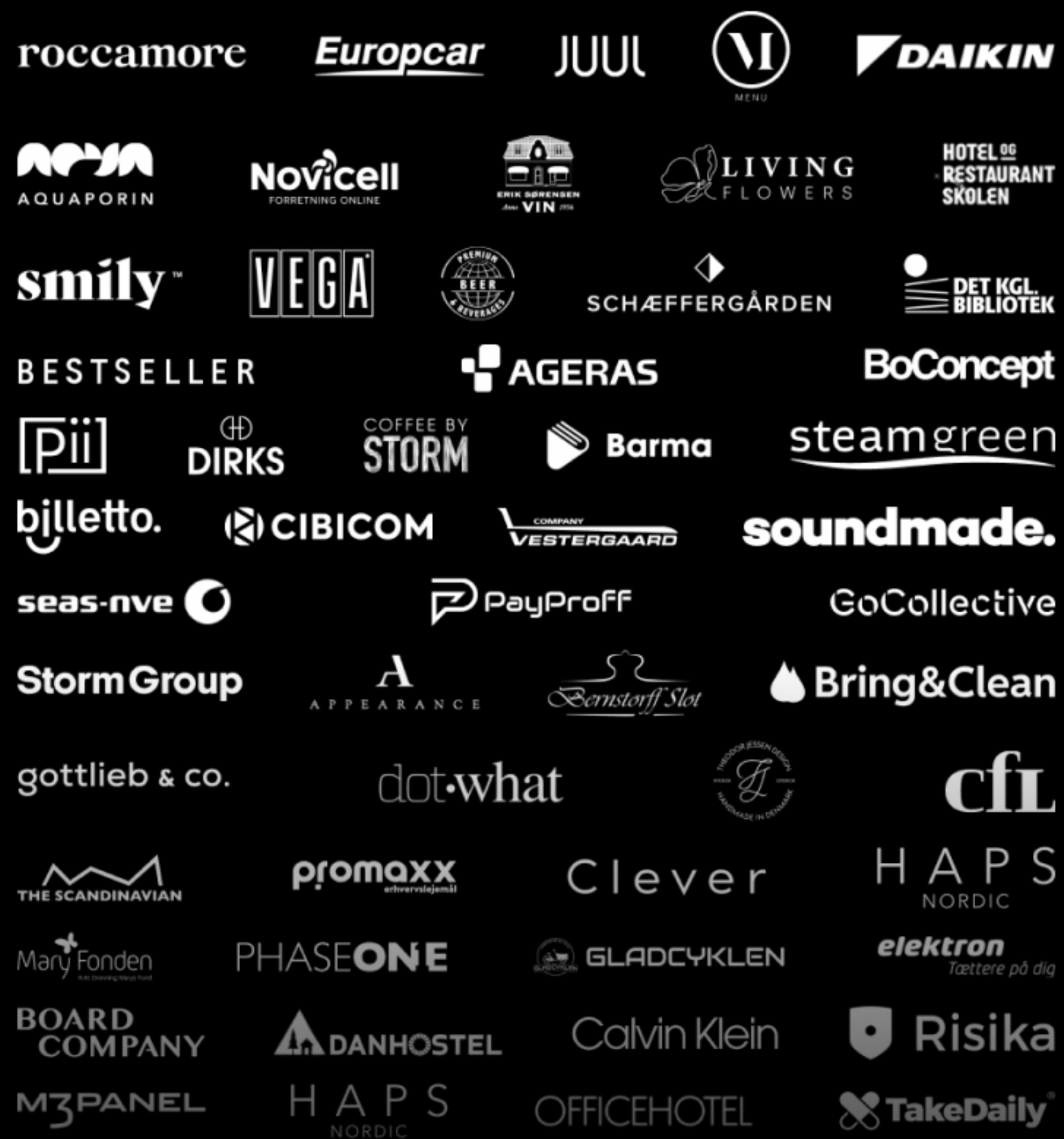
Andreas Ottesen

ANDREASOTTESSEN.COM

Growth Hacking | Paid Marketing | Email Marketing | Design
| Project Management | Copy Writing | Analytics |
Automation | AI | Creating Foundations For Scalable Teams



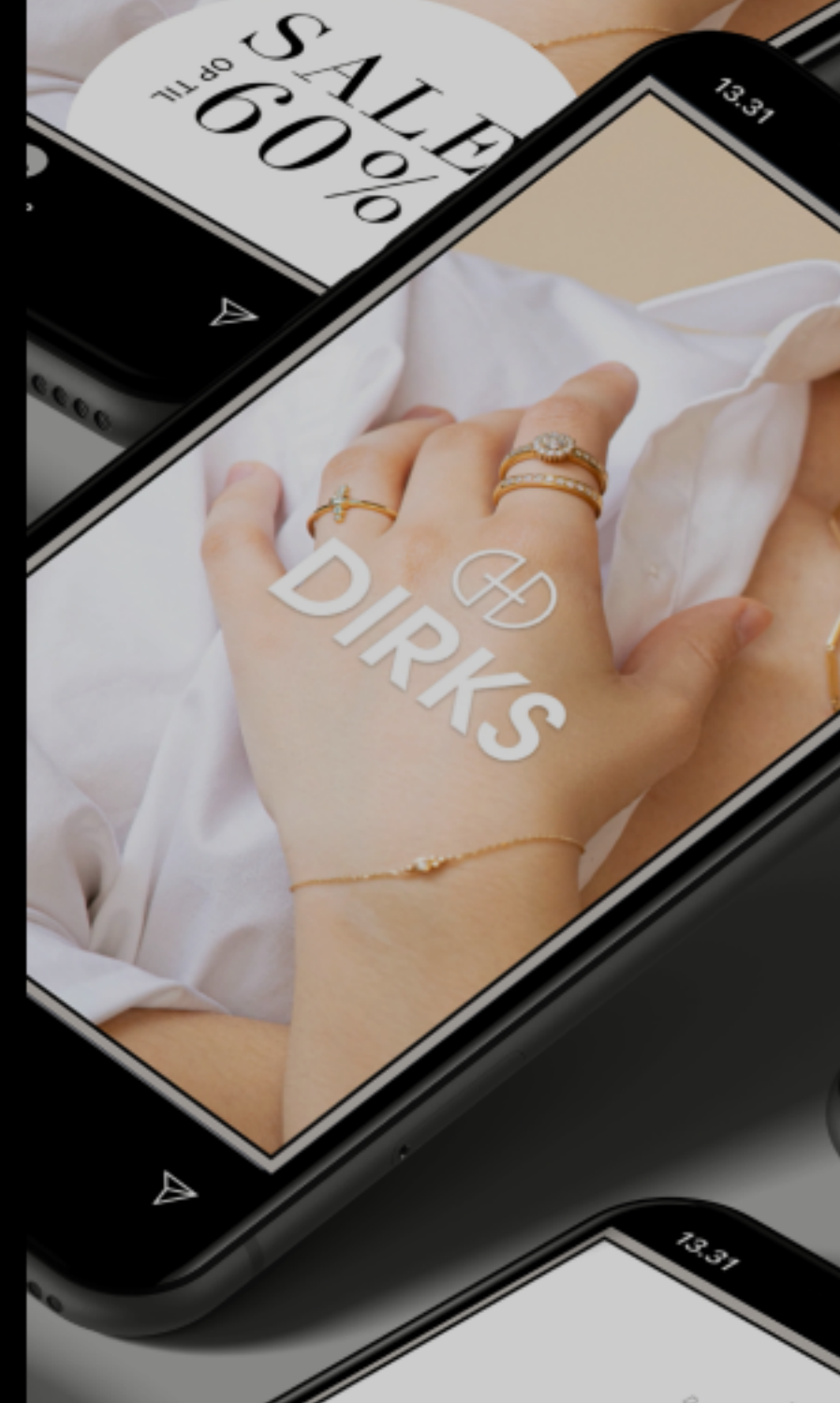
SOME OF THE BRANDS I HAVE WORKED WITH



CASE
billetto.



CASE
DIRKS



CASE
smily™



MY CASES

See my cases at my website andreasottesen.com, where you can read more about my experience.

SEE CASES



ABOUT ME

I have worked with digital marketing since 2015, where I started doing content marketing and creating viral posts. I quickly got to work with brands big brands as an affiliate marketer.

As the market changed, I started working with paid ads and spent €80.000 in my first month managing paid ads.

Through my career, I have worked at agencies and in internal marketing departments, where I have worked with anything from paid ads to automation, email, CRM, content production, strategy, team management and AI tools.

I have managed paid ads in almost all of Europe, North America and some parts of Asia and the middle east.

In total I have managed an ad spend of more than €17 million on Facebook/Instagram, Google Ads, and LinkedIn.

AREAS OF FOCUS

Verticals

B2B, Fashion, Health & Fitness, Travel & hotels, Security, Food & restaurants, FMCG, SaaS, Beauty and makeup, concerts, events, automotive, phramaceuticals & supplements, Legal, and Finance.

Markets

Denmark, Greenland, Sweden, Norway, Finland, Germany, Netherlands, France, Spain, Italy, Belgium, Austria, Portugal, Poland, UK, Ireland, USA, Canada, Brazil, India, Australia, Japan, U.A.E, Thailand, and Philippines.

SKILLS

Paid Marketing
Social Media Marketing
Marketing Strategy
Content Creation
Copy Writing
Graphic Design
Marketing Automation
Email Marketing
Data Analysis
Affiliate Marketing
Business Development
Project Management
AI/LLM Tools

LANGUAGES

Danish
English

Education

HHX - Niels Brock
2013-2015
Copenhagen, Denmark

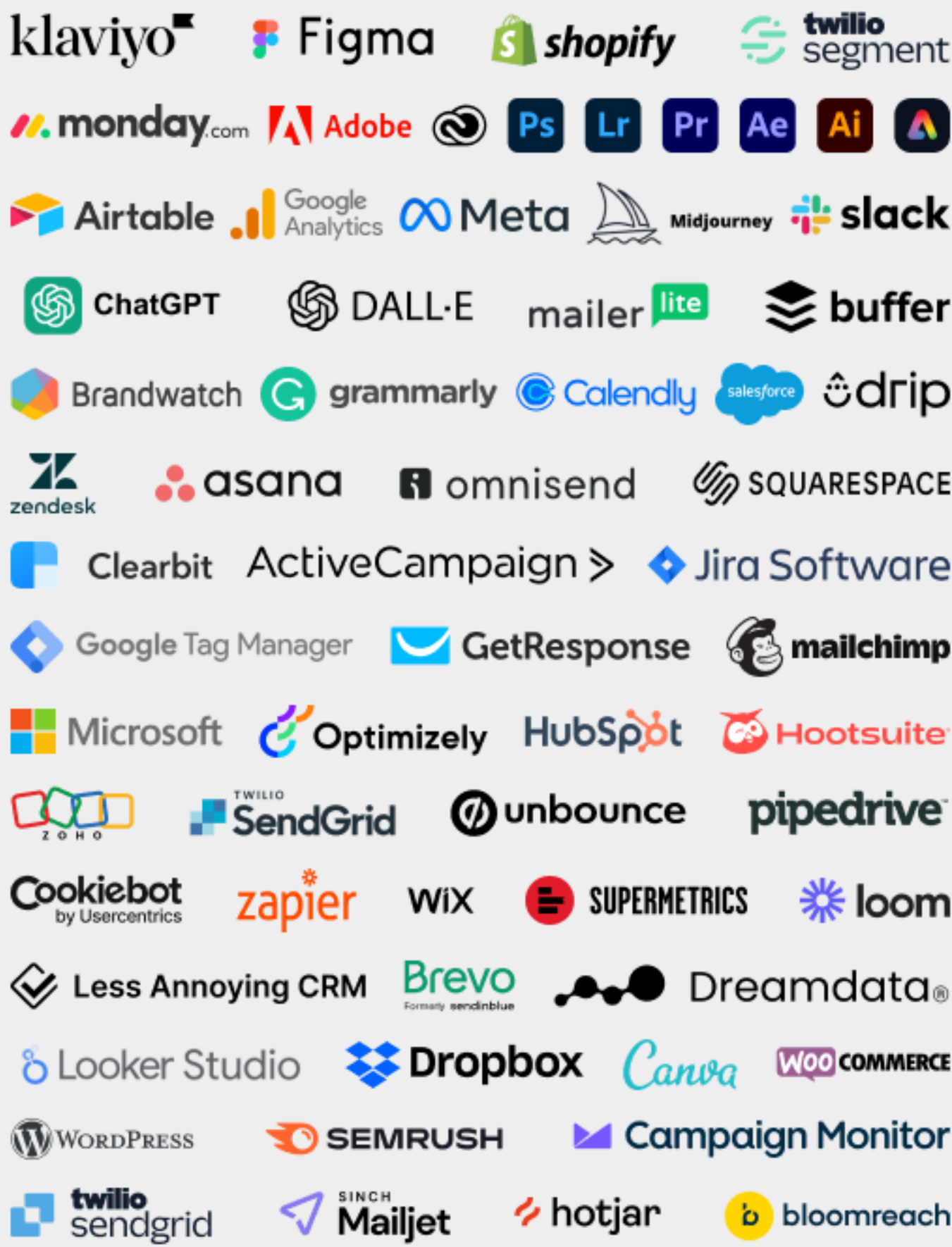
CERTIFICATES

Meta: 300-101: Meta Certified
Creative Strategy Professional

Meta: 400-101: Meta Certified
Media Planning Professional



SOME OF THE SOFTWARE I USE



EXPERIENCE

Head of B2C Marketing - Billetto

2024 - NOW

In Billetto I get to work with AI and automation at scale, since I have to promote over 20.000 events in 14 markets (EU) and manage a team of 5 people. Implementing AirTable has been a big part of being able to do that, since we needed a way to see which events was most important to the company and manage many complex tasks for a small team and with several external agencies.

As head of all B2C marketing activities I have the responsibility for

- Developing strategy for digital marketing on all media (Owned and paid)
- Lifting UI/UX and design on web
- Managing B2C development plan with our PO (Web and AI tools)
- Budget planning (forecasting and business controlling with CFO)
- Coordinate with the B2B team (CCO, Head of B2B Marketing & CSM)
- C-level stakeholder management

Head of Paid Marketing - Roccamore

2023 - 2023

I was leading the marketing activities, being responsible for paid marketing performance.

- Developing strategy for digital marketing on paid media.

Head of Social - Novicell

2022 - 2023

I was leading the social media branch in the Copenhagen office, being responsible for paid marketing performance on social media.

- Developing strategy for digital marketing on paid social.
- Marketing automation (Using CDP and CRM systems applied in email and paid social)
- Design, copy and concept for ads

Global Performance Marketing Manager - Ageras

2021 - 2022

Responsible for managing paid performance on Meta & LinkedIn, generating leads in daily coordination with sales teams in Europe and USA. Helping local marketing teams creating content and setting up dynamic lead forms.

- Setting the new design direction for paid marketing on social media
- Setting the new communication strategy for paid marketing on social media
- Reduce CPL by 15% with the new design

Head of Marketing - Checkmate

2019 - 2021

Leading the marketing department. Developing ad content with design team.

- Selling design, web development and content for €80.000
- Cases with 2x revenue on web-shops YoY.
- Startup generating more than €200.000 in the first 2 months.

Head of Digital - Storm Group

2018 - 2019

Responsible for employer branding and Storm Group's digital activities.

Heading an internal ad agency servicing clients of Storm Group.

- Building a team of creatives to deliver to clients
- Sales & pitches to grow the client base

Affiliate and Consultant - Self Employed

2015 - 2018

Working with affiliate marketing across Europe and North America

Working with brands like BoConcept, Juul and more.

- Generating more than 200.000 leads across Europe for B2C campaigns.
- Viral posts with more than



Thanks for reading

Andreas Ottesen



MY CASES

See my cases on my website, where you can read more about my experience.

SEE CASES

If CTA is not functional copy this link: andreasottesen.com/cv

LinkedIn
CONNECT



ANDREASOTTESEN.COM



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AO@ANDREASOTTESEN.COM



BOOK A MEETING