

Maria Andersen,
MA corporate
communications

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Education

MA in Corporate Communications & Market Communication, Aarhus
School of Business, 2011-2014

BA in English & Business Communication, Aarhus School of Business,
2008-2011

Experience

Internal Communications Manager,
sennder gmbh, Berlin

- Defining the internal communication strategy
- Building and scaling internal communication activities
- Leading internal communication initiatives
- Supporting teams and individuals on various communication matters

Outcome:

Set up the internal communication team from scratch and implemented new processes for content creation. Implemented a new intranet from initial research phase to onboarding of users and further developing the platform to foster engagement and to streamline communication flows from teams to L-team level. Initiated and curated content and new formats to enhance the culture and bring people closer to the company strategy.

Project specialist,
Hurtigruten AS, Oslo Norway

- Defining and coordinating content for the Website in collaboration with the in-house content studio, external parties, and upper Marketing Operations.
- Developing and driving user research and tests across markets.
- Aligning and optimizing processes within the team and across teams and departments in order to achieve overall business objectives.

Outcome:

In this role, I was given the full responsibility to drive and develop the Web team forward in order to meet key objectives. In this challenging role, I worked in a truly cross-functional team consisting of UX'ers, content writers, video makers as well as I acted as the primary point of contact to the Marketing leadership team. Based on this, I have acquired valuable leadership and people skills as well as refined my understanding of driving business goals forward.

Internal Communication Specialist (1-year contract)

trivago, Düsseldorf, Germany

November 2018 - november 2019

- Project management
- Stakeholder management
- Writing articles about business critical topics
- Organizing company-wide events
- Conducted company-wide survey and research.

Outcome:

During my time as Internal Communication Specialist, I managed the communication for a whole department. I initiated new standards for the department, shedded light on business-critical projects while driving and developing internal events for the whole company. All of this were done in alignment of overall business strategy and in compliance to my stakeholders needs.

Content Manager - Denmark trivago.dk / magazine.trivago.dk Düsseldorf, Germany

November 2017 - November 2018

- Conducting SEO keyword research.
- Writing, editing and optimizing articles.
- Daily maintenance of the Danish platforms.
- Point of contact for external partnerships and collaborations: (agencies, third-parties & influencers)
- SoMe-responsible.
- Ad-hoc translations tasks.

Outcome:

I was given a lot of responsibility and the opportunity to be creative. My time in the Content Management team gave me a profound understanding of how digital marketing can positively change a company and drive profit. However, most importantly, I improved my skills as a project manager by working cross-functionally on a challenging branded content project with third parties.

Communication & Content Manager

Center for Innovation in Aarhus (CFIA).

April 2017 - September 2017

- Responsible for content production (newsletters, video, case writing etc.)
- Responsible for website maintenance, Google Analytic reports etc.
- Revising the strategic communication plan on an ongoing basis.
- SoMe-responsible
- Ad-hoc communication tasks.

Outcome:

I was given a lot of freedom to come up with my own ideas and execute them in the form of articles, videos and newsletters. CFIA is a small unit belonging to the Municipality of Aarhus, whose purpose is to drive innovation through human-centric design, which I also learnt a lot about.

Online marketing & PR Intern, Visual Meta GmbH, Berlin, 2012-2013

- Text production focusing on SEO.
- PR activities aiming at the Danish market.
- Main point of contact for Danish journalists.
- Daily maintenance of the Danish shop site.

Outcome:

I had my first experience within SEO and gained a fundamental understanding of how it works as well as I successfully established contact to media-person in Denmark.

