

CURRICULUM VITAE



ANITA THEIS

BBA in Media and Entertainment Management
MSc in Economics and Business Administration



As an international and experienced professional, I have worked in several industries & positions, including Marketing, Communications, Account Management, and as Country Manager, leading operations in both Germany and Denmark.

Due to my cross-functional skillset, am I familiar in translating Sales needs into Marketing activities, as well as I am a skilled cold-caller, negotiator and well-known for my impeccable communication skills and my talent for copywriting, social media and event management.

With high expectations to myself, I always ensure high quality and professionalism in the work I do, and I am eager to find an exciting new challenge to bring immediate and strategic value to the company.

KEY SKILLS

Communication

Strong copywriting and content management skills paired with cross-cultural understanding

Business Development

Knowledge of Sales Operations & Sales Management, experience in international Business Development

Marketing

Professional background within Online Marketing, SEO, Google Analytics, Marketing Intelligence

Project Management

Successful coordination & implementation of international & crossfunctional projects

Event Management

Proven track record of successful conceptualization, planning & execution of events & international tradeshows.

Social Media

Development of social media strategies and execution thereof yielding in high results

CONTACT



www.anitatheis.com



contact@anitatheis.com



+45 30 86 47 78



dk.linkedin.com/in/anitatheis



Stuðiestræde 8, 3tv
1455 Copenhagen

Place & Date of Birth:

June 14th, 1987
Freiburg, Germany

WORK EXPERIENCE

03/2016 -	Newsio News ApS
Senior Business Advisor	<p><i>I am fully responsible for the sales-cycle from pre-sales to after-sales and managing a wide portfolio of international and global clients, advising them on their social media and communication strategies and throughout the implementation of the Newsio platform.</i></p> <p>Main Responsibilities:</p> <ul style="list-style-type: none">• Business Consultancy New Business Development and account management to companies worldwide• Marketing & Communication Writing of Marketing stories and Social Media updates to increase brand awareness <p>Results:</p> <ul style="list-style-type: none">• Closing deals with global companies throughout Europe, the Middle East, South & Central America• Significant contribution to the closing of the company's largest deal so far
08/2015 - 03/2016	Mojob Ltd
Country Manager Denmark (Freelance)	<p><i>I managed all operations & the team in Denmark. Responsible for all activities, including development and execution of the regional strategy, marketing, business development and HR</i></p> <p>Main Responsibilities:</p> <ul style="list-style-type: none">• Sales Management New Business Development & Training of Sales staff, contract development, CRM• Marketing & Communication Implementation & execution of social media strategy; marketing strategy, PR <p>Results:</p> <ul style="list-style-type: none">• Increase of social media reach by average 20% throughout all channels• New Business creation - 100% of all sales in DK, 28% of global sales
09/2014 - 07/2015	Outpost24 Denmark ApS
Marketing & Sales Assistant Office Manager DK & UK (fixed-term contract)	<p><i>Reporting to the company's management team, I worked cross-functional between departments, primarily within marketing and communications</i></p> <p>Main Responsibilities:</p> <ul style="list-style-type: none">• Event Management Organization of tradeshow & conceptualization and execution of events, e.g. IT-SA Nürnberg (2014), Infosecurity Europe London (2015), Live-Hacking Events in Finland and the UK• Content Management Development/Copywriting & translations of content for corporate website, newsletters, etc.• Communication Social Media Management, press releases, copywriting - incl. technical blog & brochures <p>Results:</p> <ul style="list-style-type: none">• Constant increase of responsibilities throughout employment• Increase of social media reach by 15% (LinkedIn) and 9% (Facebook)• Successful execution of tradeshow and events• Implementation of HR procedures and guidelines
06/2014 - 08/2014	Volt ApS
Team Leader	<p><i>Main responsibility within leading and managing a team of 10 – 15 promoters on site</i></p> <p>Main Responsibilities:</p> <ul style="list-style-type: none">• Training of team, conveying the company's brand, mission, vision and values to promoters• Shift scheduling• General operations during the Festivals & Sales
04/2014 - 07/2014	AW Media ApS
Account Manager SEO & Communication Assistant (Internship position)	<p><i>I facilitated the development of the German B2B market. Starting within SEO & Communications, I later advanced to the role of new business account manager</i></p> <p>Main Responsibilities:</p> <ul style="list-style-type: none">• Copywriting (English & German), incl. Translations, SEO & Google Analytics• Business Development & Contract issuing
01/2014 - 04/2014	Donation Road ApS
Country Manager (Internship position)	<p><i>My entrepreneurial background & skills enabled me to function as a consultant during the startup process and to develop the company's strategy.</i></p> <p>Main Responsibilities:</p> <ul style="list-style-type: none">• New Business Development• Social Media Strategy / Content development & development of marketing collaterals <p>Results:</p> <ul style="list-style-type: none">• Improvement of team work & culture to an environment of high autonomy & independence

EDUCATION

2011 - 2013 University of Southern Denmark

Degree *cand. merc. i Erhvervsøkonomi*

Master of Science in Economics and Business Administration - Strategic Entrepreneurship

Thesis Entrepreneurial Activity and the Jante Law

How Egalitarianism & Entrepreneurialism influence entrepreneurial intentions - studied via the Global Entrepreneurship Monitor

Focusing on entrepreneurship, innovation & strategic management, the program enabled me to create/identify, evaluate & exploit new business opportunities focusing on activities in dynamic, complex and international contexts

Fall 2012 Stockholm School of Business - exchange program

Electives Global Strategic Management; Power, Change and Resistance; Leadership and Management in Organizations; Organizing and Managing Innovation

2007 - 2011 Stenden University (Netherlands)

Degree Bachelor of Business Administration - Media and Entertainment Management

Thesis The Future of 3D TV - Is 3D TV heading for ubiquity or oblivion?

The program combined management theories with actual assignments within various media sectors. The integration of different disciplines enables flexible and effective deployment in all areas of the M&E industry

Spring 2010 Oslo University College, School of Business - exchange program

Electives Negotiations; Leadership and HRM; Cross-Cultural Communication; Business English; Norwegian

CERTIFICATES

- Operations Management Fundamentals - *Eddie Davila*
- Sales Management Fundamentals - *Drew Boyd*
- Sales Prospecting - *Jeff Bloomfield*
- Online Marketing Fundamentals - *Brad Batesole*
- Writing Marketing Copy - *Ian Lurie*



Lynda.Com Certificates

LANGUAGE SKILLS

German
native language

English
fluent

Danish
fluent

Dutch
fluent

Norwegian
basic

Latin
Qualification

IT COMPETENCES



MS Office
Experienced



Adobe Photoshop
Experienced



Adobe InDesign
Experienced



Wordpress
Experienced



IBM SPSS
Competent

PUBLICATIONS

Theis, A. (2013), *A forecast on the development of the 3D TV market in the US – Will 3D TVs become the next big thing in our living rooms?* Hamburg: Anchor Academic Publishing.
ISBN: 978-3-95489-000-2

NETWORKS

Moment High Performers

Moment High Performers is a professional network of the best & most talented academic professionals. Members are individually selected by recruitment consultants based on motivation, drive, engagement, social competencies, academic background & professional experience.