




Christel Andersen


HEAD OF PRODUCT MARKETING

CONTACT

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EDUCATION

Master in IT Web Communication

Syddansk Universitet / 2013-2016

Bachelor of International Communication in English and Web Communication

Syddansk Universitet / 2010-2013

Product Management

IBA Erhvervsakademi Kolding / 2022

SKILLS

- B2B Marketing Strategy
- Sales and Marketing Alignment
- Leadership
- Processes and Scalability
- Global Marketing
- Business Acumen
- Stakeholder Management
- Project Management

PROFILE

I am a dynamic Marketing Professional leading a top-performing product marketing team with a focus on transparency, trust, and exceptional teamwork.

Specialized in navigating the complexities of technical solutions in competitive markets, I excel in strategizing and executing both digital and offline marketing initiatives.

My core competences:

- Expert in leading diverse teams with compassion, confidence, and ensuring psychological safety.
- Proficient in product management, project management, and strategic marketing
- Skilled in developing go-to-market strategies and impactful campaigns with strategic alignment across functions

WORK EXPERIENCE

Head of Product Marketing

Pronect / 2022 - NOW

Leading a high-performing Nordic Product Marketing Team across four companies (PLM, Addinor, Ravema, DinMaskin).

My role is to ensure strategic alignment across functions for product launches and existing products, develop comprehensive go-to-market strategies, and create impactful commercial strategies, segmentation, positioning, sales enablement and campaigns.

Accomplishments:

- Scaled the product marketing team from 1 to 10 members, including 2 graphic designers.
- Implemented foundational marketing frameworks, including buyer personas, buyer's journey, content strategy, demand generation, and performance tracking.
- Built and launched the new brand Addinor, including branding, product marketing, and social media strategy.
- Ensured alignment and close collaboration with sales, creating cohesive experiences across digital touchpoints and sales presentations.
- Educated and advocated for the importance of marketing within C-level management, ensuring its inclusion in the business plan
- Established a comprehensive content marketing strategy involving Subject Matter Experts across functions and grew our YouTube channel by 4000 followers in 1,5 year

SYSTEMS

- Microsoft Dynamics 365
- Dynamics 365 Marketin
- Wordpress
- Adobe Indesign
- Adobe Photoshop
- Marketo
- Hubspot
- Power BI

LANGUAGES

Danish

Native speaker

Enligsh

Near native / fluent

Swedish/Norwegien

Basic communication

EXPERIENCE CONTINUED

Product Marketing Manager

PLM Group, Addinor / 2020 - 2022

Developing and driving effective marketing strategies and communication of SOLIDWORKS products and solutions' value to the market, in a dynamic B2B SaaS environment.

Accomplishments:

- Drove adoption and advocacy of SOLIDWORKS products through thought leadership content.
- Implemented a comprehensive go-to-market plan, including webinars, e-books, and blog posts to educate and attract demand.
- Created compelling sales enablement materials, ensuring a unified understanding of our product and its communication to customers and the market.
- Grew our newsletter subscriber list from 3,000 to 15,000 through targeted demand generation activities.
- Implemented targeted SEO strategies, achieving higher search engine rankings and increased organic traffic with 53%
- Successfully planned, developed, and executed digital Go-to-market product lanches

Marketing Manager

TEAMWORKS / 2016 - 2020

I held the defining and executing responsibility for the marketing strategy for TEAMWORKS.

Accomplishments:

- Created and implemented a new website with a focus on user experience and conversion optimization. Increasing website conversion rate with 300%
- Introduced a modern visual identity, ensuring brand recognition across platforms.
- Established TEAMWORKS' digital presence and footprint.
- Implemented marketing automation and lead scoring in collaboration with Sales.

Student Marketing Assistent

Middelfart Sparekasse / 2015 - 2016

During my studies, I worked in Marketing and Business Development, gaining experience with a wide range of digital marketing activities.

- Successfully planned, developed, and executed digital campaigns, significantly boosting customer engagement and experiences.
- Led the redesign of key sections of midspar.dk, developing effective design improvement in wordpress.
- Provided mentorship and guidance to co-workers on website-related issues, improving overall team efficiency.
- Improved midspar.dk's accessibility, usability, and conversion rates through strategic website enhancements.