

Christel Andersen

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CONTACT

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EDUCATION

Master in IT Web Communication

University of Southern Denmark /
2013-2016

Bachelor of International Communication in English and Web Communication

University of Southern Denmark /
2010-2013

Product Management

IBA Erhvervsakademi Kolding / 2022

SKILLS

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

PROFILE

Growth-focused marketing leader with a passion for building high-performing teams and creating impactful brand experiences. Skilled at aligning marketing with business goals, collaborating with sales, and optimizing customer journeys.

Committed to delivering a first-class buyer's journey through market insights, precise go-to-market strategies, and effective cross-department collaboration.

My core competences:

- Expert in strategic leadership of a diverse team with compassion, courage and confidence while ensuring psychological safety
- Skilled in developing go-to-market strategies and impactful campaigns with strategic alignment across functions
- Leveraging data-driven market and customer insights to drive strategic decisions

WORK EXPERIENCE

Head of Product Marketing

Pronect / 2022 - NOW

Pronect is a group of companies that serves the manufacturing industry with technology, machinery, tools, software, and expertise.

I lead a high-performing Nordic Product Marketing Team across three companies owned by Pronect: PLM, Addinor, and Ravema.

In my role, I oversee the overall product marketing strategy and ensure that the team has the tools and skills to effectively implement best practices in marketing.

Accomplishments:

- Scaled the product marketing team from 1 to 11 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 our new brand Addinor (reseller of Additive Manufacturing machines), including branding, product marketing, and social media strategy.
- Ensured alignment and close collaboration with sales, creating cohesive experiences across digital touchpoints and sales presentations.
- Successfully leading a diverse team with compassion and confidence while ensuring psychological safety, resulting in an NPS score of 8.8.

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

- Established a comprehensive content marketing strategy involving Subject Matter Experts across functions and grew our YouTube channel by 4000 followers in 1,5 year
- Implemented OKRs to ensure strategic focus and no judgemental accountability throughout the organization.
- Educated and advocated for the importance of marketing within C-level management, ensuring its inclusion in the business plan
- Succesfully overseeing the creation and implementation of lead-gen campaigns with an average conversion rate of 4-6%

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

Leading a small team of two other marketers, I was responsible for defining and executing 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.
- Implemented a comprehensive content strategy that involved subject matter experts and utilized internal knowledge.