

KATHRINE KLEIN

GET IN TOUCH

Copenhagen, Denmark
Portfolio: www.yowo.dk

CONTENT WRITER & ONLINE MARKETER

EXECUTIVE SUMMARY

I am a skilled writer with a digital mindset and a flair for creative and innovative solutions, who possesses a great overall feel for the entire customer journey, target audience, SEO, ads and content creation.

CORE QUALIFICATIONS

- Google certified digital coordinator with expertise in SEO
- Creative and detailoriented writer
- Flair for understanding and reaching different types of target audiences

CAREER HISTORY

ONLINE MARKETING SPECIALIST

BENNS at KILROY INT. | 2019-present

Started out as a content writer in may 2019 and promoted for new position in october same year.

- Writing content for online and offline
- Performance tracking in Google Analytics
- SEO optimizing web content
- Creating and managing inspirational content

OWNER & CREATIVE WRITER

YOWO | 2018-present

Working with small start-ups and big companies on content writing and localization.

- Writing english content for web and SoMe for the restaurant business at BrianMark
- Danish localization specialist for KAYAK on flights, hotels and cars for web.

ACADEMIC HISTORY

PROFESSIONAL LICENSING

Digital Coordinator | 2019

- Obtained a professional license as a digital coordinator
- Certified in digital toolboxes
- Certified in Google Analytics
- Certified in working with Wordpress and SEO

UNIVERSITY OF COPENHAGEN

Masters in Danish & communication | 2015

- Graduated with speciality in intercultural communication and social media.
- Courses in cultural journalism and history.
- Minor in Danish language and litterature and major in organisational communication.