

Andreas Brolund

Marketing Manager
(lifecycle)

Contact

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Skills

Marketing automation
platforms



E-mail and direct mail
marketing campaigns



Performance marketing



Campaign management



Marketing and advertising



Sales processes



Product Marketing



I'm an aspiring entrepreneur and B2B Sales & Marketing geek that is passionate about learning new things, developing people and creating value for clients.

History of meeting company goals utilizing consistent and organized practices. Skilled in working under pressure and adapting to new situations and challenges to best enhance the organizational brand. Selling is by far the most challenging part of implementation for most companies, no matter their size. Having the right selling skills can positively influence the execution of any corporate strategy and goals. In today's challenging environment, it becomes more than ever critical to ensure that the salesforce is equipped with the right techniques and tools to execute the strategy. In fact, having the right sales systems, processes, KPIs are important; However, bringing more confidence and trust to the sales people through continuous training and learning, will ensure lasting impact and organic growth.

Work History

2022-08 -
Current

Marketing Manager (Lifecycle Commercialisation)

3Shape, Copenhagen

Developed the commercialization strategy of 3Shape's new after-sales business model.

Main goal: define, communicate and activate 3Shape's after-sales offerings (customer support, academy training, and care subscription) more holistically, continually adding value to build loyalty.

- Key stakeholder management
- Market Research across all pillars of 3Shape's after-sales offering
- Development of marketing strategy to enhance communication and understanding of 3Shape after-sales offerings
- Coordinating concept and asset creation with internal teams and external branding agencies.
- Measure impact through surveys, TNPS, and RNPS initiatives.

2022-02 -
2022-07

Growth Marketing Manager

Dixa, Copenhagen

- Resolved Free trial conversion issues (4.7% -> 11.6%), improved book a demo conversion rates (12.3% -> 32.8%), and lead to opportunity optimization.

Excellent

Software

Hubspot Marketing



Excellent

SalesLoft



Excellent

Outreach



Excellent

Chili Piper



Excellent

Intercom



Excellent

Hyperise



Excellent

Copy Factory



Excellent

Languages

English



Excellent

Danish



Average

2020-10 -
2022-01

- Replaced external marketing agency with in-house operations and reduced costs and churn.
- Conducted audits on onboarding and outbound campaigns, improved deliverability, personaliation, and response rates (65% open rates and 15% response rate, fully automated)
- Managed team of SDRs (3) and Account Managers (1)
- Collaborated with team members to achieve OKRs (USD 150k net for q1 + q2)
- Led creation of brand new Static and Video assets for digital ads.

Team Lead - Marketing Automation

Planday, Copenhagen

- Admin for following systems: Intercom, Hubspot, Chili Piper, SalesLoft, Zapier, Hyperise
- Created first chatbots for website lead generation and support team routing.
- Created and managed Hubspot workflows for lead generation and data quality, including all email marketing nurturing flows.
- Optimized Inbound lead conversions through implementation and management of Chili Piper in all web forms (86% form completion to meeting booked rate).
- Introduced Dynamic Personalization software like Hyperise and Copyfactory.io to reduce manual prospecting work and increase response rates (67% open rate and 24% response rate)
- Hired ,trained + managed Email Marketing Manager

2019-06 -
2020-09

Marketing Automation Specialist

Pleo, Copenhagen

- Dreaming of new ways to sell and standout in crowded SaaS markets based on experience as BDR Manager.
- Attracted 100s of new clients by creating and implementing innovative marketing strategies, particularly in email campaigns (up-to 76% open rates and 34% response rates)
- Forecasted marketing trends based on previous data to adjust campaigns and maximize sales.

- Collaborated with product development team to create Outbound at Scale, our internal contact deduplication and email personalization tool. This allowed sales reps to only focus on calls and email replies instead of manual prospecting tasks.
- Hubspot Marketing nurturing campaigns, supporting inside sales operations, A/B testing and reporting on strategic growth campaigns

2017-11 -
2019-05

Outbound BDR Manager

Pleo, Copenhagen

- #1 BDR of 2017/2018 - early promotion to Manager (record of 27 meetings booked in 1 week)
- The architect of the Pleo BDR Team & process across all markets. Created the Pleo Inside Sales playbook
- Directly managed a team of 8 BDRs 5 Lead Researchers
- Developed deep understanding of customer needs, priorities and pain points to deliver customized service. Directly managing/creating copy and objection handling (templates, snippets etc)
- Collaborated with sales, marketing and other internal teams to meet shared goals. Designing collateral material with Marketing to better engage prospects
- Created and executed outbound demand generation campaigns, calls and emails to deliver qualified leads for sales team
- Conducted market research to discover new leads, opportunities and messaging
- Liaised with external stakeholders to form strategic partnerships with prospective clients
- Developed and executed sales presentations as well as both internal and external product training workshops

2016-11 -
2017-11

Head of Sales

No-more (now Slide Hub), Copenhagen

- Deliver educational content and collateral to sales team.
- Targeted and prospected for new business through telemarketing, individual creativity and

innovation.

- Maintained ethical and positive working environment to reduce turnover and promote high retention rates.
- Tracked pipeline data, won vs. lost opportunities and lead response times with Hubspot CRM.
- Increased revenue by over 200% and doubled conversion rates with new sales collateral
- Attended industry shows, conventions and other meetings with primary mission of expanding market opportunities.
- Recruited and hired top-level talent to add value and expertise to sales department.
- Promoted continuing education opportunities for sales team to bolster skills and add value to department.

2012-01 -
2012-06

Executive Assistant to Director

SABMiller, Lusaka

- Screened calls and emails and responded accordingly to support executive correspondence.
- Updated spreadsheets and created presentations to support executives and boost team productivity.
- Prepare documents, reports and presentations.
- Made Executive Producer for six live TV show discussions on responsible drinking
- Planned and managed our SABMiller Corporate Affairs Directors Forum, a conference with SABMiller Directors from 13 different countries held in Livingstone, Zambia.
- Attending trade shows and and sponsorship events under Zambian Breweries PLC
- Managing press releases and statements through ongoing relationships with journalists and media houses.

Education

2013-08 -
2017-01

Bachelor of Science: Business Administration And Service Management

Copenhagen Business School - Copenhagen

2010-08 -
2012-07

Associate of Science: International Marketing And Management

Copenhagen Business Academy - Copenhagen

Producing music and Djing

Before I started studying at CBS I was very passionate about music and creating events. I used to play in several clubs and experiment with music production. I no longer play in any clubs but love to dj at private parties and once in a while at company Friday bars. You may have seen me djing at Pleo events in the past :)