

CV

CONTACT INFO

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EXPERIENCE

2022 – Present

Head of Marketing, DKCompany (B.YOUNG, BALL & THEJOGGCONCEPT)

As Head of Marketing, I lead and mentor a dynamic marketing team, driving brand development and executing strategic initiatives across multiple fashion brands. My role involves creating and refining brand identities, optimizing paid social campaigns, and leading influencer partnerships. I oversee the design of showrooms and trade fair setups to maximize brand visibility. Additionally, I manage the overall marketing budget, ensuring alignment with company goals and efficient resource allocation.

- Develop and execute brand strategies, significantly enhancing brand visibility.
- Lead and mentor a high-performing marketing team, fostering collaboration and growth.
- Manage paid social media campaigns and influencer partnerships, driving engagement.
- Direct the design and execution of showrooms and trade fair concepts.

2018 – 2022

PR & Marketing Manager, Brands of Scandinavia

Led the marketing team and was instrumental in updating visual identities for both brands. Developed and executed marketing strategies across offline and online channels, optimized social media, and managed influencer partnerships. Oversaw trade fair design and coordination, and successfully launched the brand's e-commerce platform.

- Led the rebranding and execution of new visual identities.
- Managed e-commerce platform launch and influencer partnerships.
- Coordinated trade fairs and optimized social media campaigns.

2018 – 2024

Freelance, Aesthetic Branding

Provided branding services, focusing on identity design, web development, and PR events. Specialized in creating strong visual brands for clients.

2013 – 2017

Brand Identity Responsible, Selected

Managed visual identity and art direction for global campaigns, overseeing photo productions and budget management for omnichannel marketing.

- Led global image campaigns and produced 10+ lookbooks annually.
- Directed national and international photo productions.
- Managed campaign budgets, ensuring efficient resource allocation.

CV

2011 – 2013

Creative Project Manager, ONLY

Oversaw visual identity and creative direction for campaigns. Collaborated with external agencies on campaign execution and lookbook coordination.

- Managed creative direction for image campaigns and lookbooks.
- Worked with agencies on brand positioning and creative output.
- Coordinated and executed marketing materials for brand consistency.

2005 – 2011

Creative Lead, VERO MODA

Led the graphic design team and ensured cohesive brand visual identity across all marketing materials. Directed image campaigns and collaborated with agencies.

- Led design and execution of campaigns, ads, and catalogs.
- Directed visual identity strategy across all marketing touchpoints.
- Collaborated with agencies for effective brand communication.

2004 – 2005

Freelance Sales/Merchandiser, ECCO (Switzerland)

Managed merchandising and wholesale sales of Ecco bags for ECCO stores in Austria, optimizing product placement and increasing regional sales.

2000 – 2003

In-House Ad Designer, Bianco Footwear A/S

Responsible for designing campaigns, layouts, and promotional materials. Developed and implemented new logo usage across all marketing assets.

1998 – 1999

Sales and Marketing Assistant, Peppercorn A/S

Supported the sales and marketing team with graphic design and materials production to enhance brand promotion and customer engagement.

EDUCATION

2024	DKCompany Leadership Training
2007	Bestseller Leadership Training
2005	Marketing Module, BA (Hons) Degree Programme, IBA Kolding
1997	Technician Pre-course, TEKØ Center Herning
1996 – 1997	Vejle Sewing and Tailoring School
1994 – 1996	IBA, Kolding Business School
1991 – 1994	Commercial Studies & Higher Commercial Examination, Vejle Business School

REFERENCE:

Charlotte Nybo Jacobsen, Former Creative Director at Brands of Scandinavia, phone +45 31797705