

CURRICULIM VITAE Helena Magidas Johansen

CV RESUME



It motivates me to drive success through digital co-innovation and technical advancement. I am seasoned IT professional with 20 year of experience from working in corporate international environments.

During my recent years' experience as an independent IT consultant, I have worked with technological cloud solutions that strengthen customer communication and engagement on CRM- and CMS-platforms. My role was to aid during the full project circle: planning, development and deployment.

My education has both humanistic and technical aspects supplied with solid commercial experience. I have been successfully working with projects since the beginning of my career – commercial, digital marketing, IT tech projects.

WORK EXPERIENCE

CHANNEL & TRAFFIC MANAGEMENT IT CONSULTANT

TopDanmark A/S | March 2019 – September 2020

- Driving, communicating and executing projects from idea to launch on Bloomreach DXP: over 500 URLs migrated and created over 50 new applications
- Developing relationships and working with multiple stakeholders on high profile cross-functional and multinational initiatives
- Tailor messages to relevant stakeholders from various levels of authority from the development teams to CMO- level, translating uncertainties into tangible opportunities for Topdanmark
- Onboarding of web managers to Bloomreach DXP-sites
- Advising on benefitting from the new and challenging the used technologies
- Advice and assistance on development of REST APIs for HR-manager and Ritzau
- Cookie compliance adjustments for www.coopforsikringer.dk
- Writing technical documentation (TDS)

Read the case study [here](#)

Platforms and Tools:

Bloomreach DXP, WordPress, PHP, TYPO3, SAS

Amazon Cloud

JIRA, AZURE, Gitlab

Microsoft Project, TEAMS, Sharepoint

Google Analytics

Cookieinformation

Video23

IT CUSTOMER ENGAGEMENT TECH PROJECT LEAD

TopDanmark A/S | October 2019 – January 2020

- Migration www.topdanmark.com:
 - Platform migration to Bloomreach DXP
 - Content migration: adding/ removing/consolidation pages and content
 - Structural migration: site hierarchy / navigation / internal linking /user journey changes
 - Assistance on design & UX : UX-driven media and site performance changes across devices including technologies to display video and investor data

READ the case study [here](#)

Platforms and Tools:

Bloomreach DXP, Word Press, PHP, TYPO3
 Amazon Cloud
 Google Analytcs
 JIRA, AZURE, Gitlab
 TEAMS, Sharepoint
 Video23

WEB INSIGHTS & OPTIMIZATION IT CONSULTANT

TopDanmark A/S | March 2019 – September 2020

- Hands –on execution of the migration tasks and testing
 Sites: www.topdanmark.dk; www.bilforsikring.dk, www.dgf.topdanmark.dk; sp.topdanamrk.dk
- Migration of 500 URLs Typo3/WP/PHP-sites to Hippo/BloomReach.
- Definition, design and aligning of the migration processes with the stakeholders and the executive roles.
- IT Project lead
- Platform migration of 500 URLs fom Typo3/WP/PHP- to Bloomreach DXP
- Cross-platform support - working with multiple stakeholders
- Onboarding of web managers to Bloomreach DXP-sites

Platforms and Tools:

Bloomreach DXP, Word Press, PHP, TYPO3
 Amazon Cloud
 JIRA, AZURE, Gitlab
 Microsoft Project, TEAMS
 Google Analytica

DIGITAL STRATEGY CONSULTANT

SIMATEK A/S| March 2019 – September 2020

- Definition of the digital business strategy and digital communication strategy
- Execution plan
- Advising on platform choice for campaigns' execution
- Assistance and advice on the choice of content: visual, text and video

Platforms and Tools:

Hubspot, DRUPAL8,
 Youtube, LinkedIn
 Google Analytics

WEB & DIGITAL MANAGER

TIA Technology A/S | November 2017 – December 2018

Responsibilities: Digital Project management. Digital Marketing. System administration. GDPR.

- Project lead for the new CMS hosting migration. Advising on the choice of the new platform and server hosting - moving from *Rackspace* cloud to the local provider.
- Responsible for delivering the on-line strategy roadmap and execution plan for the Sales Qualified Leads for TIA cloud software solution, SaaS, PaaS. Design of campaign architecture (Bizagi)
- System administrator for CRM, CMS, Marketing Automation Systems. Advising internal users on the systems' usage and capabilities. Assistance and advice on the choice of content: visual, text and video
- Preparation of the systems to GDPR compliance.
- GDPR Data Responsible.
- Collaboration with agencies and other vendor partners.

Platforms and Tools:

JIRA, SLACK
 Rackspace
 EPI, Word Press, Sugar CRM, Act-on
 Linkedin, Facebook, Twitter
 Google Analytics
 Adobe suite- Rush, Spark, Ps

BUSINESS PROCESS, OPERATIONS MARKETING MANAGER

Blueprinter Aps | July 2014 – January 2017

Responsibilities: Digital Project management / Operations support/ Marketing / External & Internal Communication

- Project manager for implementation of new cloud CRM solution (vTiger)
- Project manager for implementation of new CMS platform (Drupal 8)
- Automated lead-generation process. Improved the overall web performance with 25%.
- Developed and executed web- and social media strategy, which improved on-line traffic by 26% and moved from place 20 to 2 on Google.
- Organized, facilitated and coordinated all partner events, conferences and exhibitions, locally and internationally: Euomold, TCT, DRUPA, annual partner meeting.
- People management (+3). Recruitment and effective delivery of operational services - coordinating operations team of 3 people.
- Publication in www.3dfabpint.com
- Advise and assistance on video production with the video-team

Platforms and Tools:

vTiger, Drupal 8, Wordpress, Bizagi
 Adobe suite- Rush, Spark, Ps
 Linkedin, Facebook, Twitter
 Google Analytics

REGIONAL MANAGER EUROPE & CIS

Contex A/S | October 2010 – December 2013

Responsibilities: B2B Channel distribution sales of Large Format scanning solutions to 24 countries.

- Annual budget of 5.5 mln USD.

- Achieved 17% budget lift-up in 2011, and 50% budget in Russia lift-up in 2012.
- Design and delivery of the strategic sales roadmap, budget forecasting, coordination of pre-sales and after-sales project teams, training local sales partners.
- Strategic sales execution in close cooperation with HQ Hewlett Packard, Canon, Xerox, Ricoh, Konica Minolta, Epson.

Platforms and Tools:

Salesforce
 Adobe Ps
 LinkedIn, Facebook, Twitter
 Google Analytics

AREA SALES MANAGER EAST EUROPE

Wodschow A/S | May 2005 – July 2009

Responsibilities: B2B Channel distribution sales of bakery machinery to Eastern Europe and CIS.

- Annual budget of 3 mln USD.
- 160 travel days a year.
- Achieved 50% budget lift- up in 2007.
- Organization of commercial projects bl. with Danish Trade Council and Confederation of Danish Industry, e.g. Riga Food, Danish days in Almaty. Responsibility for seminars, exhibitions: PIR, Modern Bakery .
- Writing, translating and publishing of all marketing, training materials and promotional material for my region.
- Responsible for GOST-certificate issue and renewal.

Platforms and Tools:

SAP
 Adobe Ps
 LinkedIn, Facebook, Twitter
 Google Analytics

ACCOUNT MANAGER

Speednames Business GmBH | August 2001 – May 2005

Responsibilities: Sales of IT software solutions for B2B and B2C Search and maintenance of international customers for Speednames Business.

- B2B sales.
- Administration associated with DNS

Platforms and Tools:

Superoffice
 DNS & diverce Network Information centers

OTHER WORK EXPERIENCE

FREELANCE CONTRIBUTING WRITER / 2016

www.3dfabprint.com, www.printogmedier.dk , www.3dpdanmark.dk

FREELANCE EVENT COORDINATOR, TRANSLATOR AND TOUR GUIDE / 1995-2010
EXECUTE A/S, VISIT ÅRHUS A/S, INTERNATIONAL CONFERENCE SERVICES (ICS)

GUEST TEACHER, EUROPEAN BUSINESS COLLEGE MUNICH / 2003

Teaching 2 hours weekly: Economics, Decision Analysis BA entry- level class.

EDUCATION

MASTER OF ARTS, MAJOR IN HUMANITIES

Aarhus University, DENMARK | 1995 – 2001

STUDENT EXCHANGE

Simon Fraser University, CANADA | 1998

BA ENGLISH

Latvijas Universitate, LATVIA | 1998

CERTIFICATIONS

PRINCE2® Foundation, 2014

ITIL® Foundation, 2014

TECHNOLOGY SKILLS

TOOLS: MS-office, Adobe Suite

LANGUAGE: HTML, CSS, Javascript

PROJECT TOOLS: Atlassian: JIRA, Confluence; Microsoft: AZURE, Microsoft Project; TRELLO, SLACK, GITLAB

MARKETING AUTOMATION PLATFORMS: Super Office, Salesforce, vTiger, Sugar CRM, SAS, Hubspot, Act-on

CONTENT MANAGEMENT SYSTEMS: WordPress, PHP, WIX, Weebly, DRUPAL8, EPI, Bloomreach DXP, TYPO3

SOCIAL MEDIA PLATFORMS: LinkedIn, Facebook, Twitter, Youtube, Video23

CLOUD STORAGE: Rackspace, AWS Cloud, SAP ERP, Microsoft AZURE

BUSINESS PROCESS: Blzagi

OTHER: Cookieinformation

LANGUAGE SKILLS

Fluent: Danish, English, Russian, German

Understand: Swedish, Norwegian

INDEPENDENT COURSE WORK

DIGITAL MARKETING (10 ECTS)

Copenhagen School of Art and Technology DENMARK | 2017

STATISTICS (5 ECTS) MANAGERIAL ECONOMICS

Copenhagen Business School DENMARK | 2012

SYSTEMIC COACHING (10 ECTS)
Koega Business College DENMARK | 2010

WEB ADMINISTRATOR
Niels Brock DENMARK | 2009

REFERENCES

AVAILABLE UPON REQUEST

PERSONAL TRAITS

EXCELLENT PLANNER, STRONG COMMUNICATOR WITH VERVE AND INTERNATIONAL MINDSET





I am born in Latvia 23 May 1975.

Before I have settled in Copenhagen, I lived, worked and studied in Canada, Latvia, Germany and traveled extensively in East /Central Europe and North Africa, which learned me to adapt, multi-task and communicate in different cultural contexts.

Presently, I live with my husband who works as a Senior Borderless Network Consultant for NNIT, and our two children in Dragoer, near Copenhagen.

It excites me to travel and show the world to my children, taste good food and cook. I am very fond of sports, literature, visual and performing arts.

SOCIAL

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CASE STUDIES

[TopDanamrk.com migration case story](#)

[Topdanmark legacy CMS Migration to Bloomreach DXP](#)