

Helena Magidas Johansen



helena@tempete.net
+4542913710
[linkedin.com/in/helenamjohansen/](https://www.linkedin.com/in/helenamjohansen/)
www.tempete.net

**DIGITALIZATION, STRATEGIC
MARKETING, MARKETING IT PROJECT
MANAGEMENT**

EDUCATION

**MASTER (MA)
AARHUS UNIVERSITET
1995 – 2001**

**STUDENT EXCHANGE
SIMON FRASOR UNIVERSITY,
CANADA
1998**

**BA ENGLISH
LATVIJAS UNIVERSITATE,
LATVIA
1998**

PROFESSIONAL SKILLS

- EXTENSIVE EXPERIENCE IN PLATFORM IMPLEMENTATIONS
- EXECUTION OF MARKETING STRATEGIES
- IT MARKETING PROJECT MANAGEMENT (AGILE)
- STRUCTURED AND QUALITY-CONSCIOUS
- SHARP COMMUNICATOR
- STRONG COMMERCIAL UNDERSTANDING

PERSONAL PROFILE

Experienced strategic IT marketing consultant and project manager with a proven track record in digital B2B and B2C marketing. I possess a blend of in-depth technical knowledge and extensive expertise in marketing strategy and Agile project management. My core competencies encompass strategic planning, digital marketing optimization, and the implementation of innovative IT solutions.

I thrive on challenges and complex problems, leveraging my expertise to deliver measurable results. Throughout my career, I have consistently achieved impressive outcomes in terms of customer satisfaction, enhanced online visibility, and increased ROI for my employers.

In a senior role as a business transformation consultant or digitalization consultant specializing in strategic digital marketing. I aim to assist companies in achieving their goals through effective and innovative digital strategies.

My goal is to continue pushing my boundaries and contribute to the growth and success of businesses by implementing and optimizing digital solutions.

WORK EXPERIENCE

CMS TECH LEAD | OMNI CHANNEL MARKETING - CONCERN MARKETING

TOPDANMARK A/S | JANUARY 2022 – DECEMBER 2023

Responsibilities:

With a focus on the CMS platform, ensured structured and architecture-focused communication between marketing, Data Protection Officer (DPO), and IT departments regarding the development and operation of content with high technical complexity.

- Ensure continuous support for marketing users for flexible and efficient operation on the Bloomreach CMS (brX) platform and support the company's digital communication needs and marketing functions on all Concerns' websites: www.topdanmark.dk, www.mit.topdanmark.dk,

IT COMPETENCES

- AGILE METHODS: EXPERIENCED
- BLOOMREACH CMS: EXPERT
- WORDPRESS: EXPERIENCED
- DRUPAL: EXPERIENCED
- EPI SERVER: EXPERIENCED
- HUBSPOT CRM & MARKETING AUTOMATION: EXPERIENCED
- SUGAR CRM: EXPERIENCED
- ACT-ON MARKETING AUTOMATION: EXPERIENCED
- SAS CI360 MARKETING AUTOMATION: BEGINNER
- SALESFORCE: DAILY USER
- HTML: EXPERIENCED
- CSS: DAILY USER
- JAVASCRIPT: BEGINNER
- API AND INTEGRATIONS MANAGEMENT: POWER USER
- APPLICATION DEVELOPMENT WITH AGILE DEV-OPS TEAMS: POWER USER
- SYSTEM AND PLATFORM INTEGRATION MANAGEMENT: EXPERIENCED

CERTIFICATIONS

- PRINCE 2
- ITIL
- FISAF (SPORTS INSTRUCTOR)

REFERENCES

- AVAILABLE UPON REQUEST

www.topdanmark.com . Provide guidance on content architecture/content modeling, integration of third-party solutions, and adaptation to new technology.

- Project assistance during carve-out after NORDEA's purchase of Topdanmark's pension unit.
- Ensure collaboration between internal marketing and IT teams as well as external vendors, especially Bloomreach HQ.
- Training users after technology updates on brX.
- Writing technical documentation and user requirement documentation for the projects.
- Hands-on project assistance for content migration and application development during the migration of www.coopforsikringer.dk and Topdanmark's Agricultural and Private Departments under the Guidewire Framework.

Platforms and Tools:

Bloomreach

SAS Ci360

Microsoft Suite

IT PROJEKLEADER - ITEGRATION AND IMPLEMENTATION LOW-NOW-TOUCH PAYMENT APPLICATION PLANDAY A/S | 2021 – 2022

Responsibilities: Delivered a low-touch payment application (LOW-no-TOUCH) for Planday's first SaaS platform service offering. Project Management for Billing and Automation Projects

- Development of an automation application for Planday customers' signup and billing process with a service model requiring minimal or no personal contact, enabling users to complete signup and payment without the involvement of a salesperson. The solution involved system integration of three workflows between Planday Service Platform, Salesforce, and Zuora Subscription Economy platforms.
- Integration of ServiceNow with Salesforce.
- Establishment of the governance model and project structure for process automation and continuous delivery, communication across organizational layers, presentation, and reporting.
- Leadership of the external software development team and the architect.
- Coordination among stakeholders in Copenhagen, London, and supplier teams in Stockholm, Riga, and Minsk.

Platforms and Tools:

Salesforce

Zuora

Planday Service Platform

JIRA

**TECHNICAL CONSULTANT
ANTHILL AGENCY A/S | 2021**

Responsibilities: Project support for the implementation of the Anthill Activator Platform for new and existing pharmaceutical clients (NOVO NORDISK) and expanding capacity within Anthill's consultancy services.

Platforms and Tools: Veeva, Anthill Activator, Confluence

**STRATEGIC DIGITAL MARKETING CONSULTANT
SIMATEK A/S | 2019 – 2020**

Responsibilities: Definition of digital business strategy and digital communication strategy

- Execution plan
- Consultation on the choice of platform for campaign execution
- Assistance and guidance on content selection: visual, text, and video

Platforms and Tools: Hubspot, DRUPAL8, YouTube, LinkedIn, Google Analytics

**MARKETING TECH PROJECT LEAD & IT MARKETING
CONSULTANT**

TOPDANMARK A/S | 2019 – 2021

Responsibilities were divided between two major transformation projects:

CHANNEL & TRAFFIC MANAGEMENT IT CONSULTANT

Successfully drove, communicated, and executed projects from concept to launch on Bloomreach CMS, overseeing the migration of over 500 URLs and the creation of 50+ new applications.

- Cultivated strong relationships and collaborated with diverse stakeholders on high-profile cross-functional and multinational initiatives.
- Tailored messages to resonate with stakeholders of varying authority levels, bridging uncertainties and turning them into concrete opportunities for Topdanmark.
- Conducted onboarding sessions for web managers on Bloomreach CMS sites, ensuring seamless integration and understanding of the platform.
- Provided expert advice on leveraging new technologies and encouraged innovative thinking among the teams.
- Offered guidance and support in the development of REST APIs for HR managers and Ritzau, contributing to enhanced functionality.
- Implemented cookie compliance adjustments for www.coopforsikringer.dk, ensuring adherence to regulations and user privacy.
- Authored comprehensive technical documentation to support project implementation and ensure knowledge transfer.

IT CUSTOMER ENGAGEMENT TECH PROJECT LEAD (October 2019 – January 2020)

Ensured successful migration of www.topdanmark.com platforms and content to Bloomreach CMS:

- Managed content migration, involving adding, removing, and consolidating pages and content
- Oversaw structural migration, including site hierarchy, navigation, internal linking, and user journey enhancements
- Provided valuable assistance on design and UX, driving UX-focused media and site performance improvements across various devices, implementing technologies for seamless video and investor data display.

Platforms and Tools:

Bloomreach CMS, WordPress, PHP, TYPO3, SAS

Amazon Cloud

JIRA, AZURE, Gitlab

Microsoft Project, TEAMS, Sharepoint

Google Analytics

Cookie information

Video23

WEB & DIGITAL MANAGER

TIA TECHNOLOGY A/S | 2017 – 2019

Responsibilities:

- Led the new CMS hosting migration project, guiding the selection of a new platform and server hosting provider, transitioning from Rackspace cloud to a local service provider.
- Developed and executed the online strategy roadmap for Sales Qualified Leads, focusing on the TIA cloud software solution, encompassing SaaS and PaaS. Designed the campaign architecture using Bizagi.
- Managed system administration duties for CRM, CMS, and Marketing Automation Systems. Provided guidance to internal users on system usage and capabilities. Offered assistance and recommendations regarding content selection, encompassing visual, text, and video elements.
- Prepared systems for GDPR compliance, serving as the GDPR Data Responsible.
- Collaborated effectively with agencies and other vendor partners to ensure seamless project execution.

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 A/S | 2014 – 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 (Drupal8)

- 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: Euromold, TCT, DRUPA, annual partner meeting.
- People management (+3). Recruitment and effective delivery of operational services - coordinating operations team of 3 people
- Created content for publication in www.3dfabpint.com
- Advise and assistance on video production with the video-team

Platforms and Tools:

vTiger, Drupal8, Wordpress, Bizagi Adobe suite- Rush, Spark, Ps LinkedIn, Facebook, Twitter
Google Analytics

**REGIONAL SALES MANAGER EUROPE & CIS
GLOBAL SCANNING A/S (CONTEX A/S) | 2010 – 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 EUROPE & CIS
WODSCHOW A/S -SVEBA DAHLEN GROUP | 2005 – 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 MUNCHEN
SPEEDNAMES A/S - ASCIO TECHNOLOGIES | 2001 – 2005**

COURSES AND CERTIFICATION

**PRINCE 2 FOUNDATION
ROVSING MANAGEMENT | 2014-2014**

**ITIL FOUNDATION
ROVSING MANAGEMENT | 2014-2014**

**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)
KOEGE BUSINESS COLLEGE DENMARK | 2010**

**WEB ADMINISTRATOR
NIELS BROCK DENMARK | 2009**

TRUSTEESHIP AND VOLUNTARY WORK

**BOARD MEMBER AT TOPDAMARK ART ASSOCIATION
TOPDANMARK A/S | 2022 – 2023**

**TEACHER AND GUEST LECTURER
NIELS BROCK INTERNATIONAL COLLEGE | 2018
EUROPEAN BUSINESS COLLEGE MUNICH | 2003**

**FREELANCE CONTRIBUTING WRITER
www.3dfabprint.com, www.printogmedier.dk, www.3dpdanmark.dk | 2016**

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

LANGUAGE SKILLS

Danish Native
English Fluent
German Proficient
French Elementary
Russian Native
Norwegian and Swedish Understand without difficulty

PERSONAL SKILLS

ORGANIZED AND QUALITY-CONSCIOUS

SHARP COMMUNICATOR

INDEPENDENT AND METHODOICAL

**ARCHITECTURAL INSIGHT - ABLE TO EXPLAIN COMPLEX
TECHNICAL SOLUTIONS IN A SIMPLE WAY**

SOLUTION-ORIENTED AND COLLABORATIVE

ABOUT ME

I was born on May 23, 1975. Before settling in Dragør with my family, I lived and worked in Germany and Canada. My work has taken me on extensive travels in Eastern Europe and North Africa. Now, I enjoy exploring the world with my family, introducing my children to different cultures and experiences.

Through my website and blog, www.tempete.net, I share my wide-ranging interests in sports, literature, art, music, travel, history, and my various work projects. Family life and the exploration of the world are the cornerstones of my cherished experiences.