

CV - Emma Thompson

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Profile

Creative and results-driven marketing student with hands-on experience in content creation, social media management, and digital campaign support. Passionate about branding, audience engagement, and storytelling. Thrives in fast-paced environments and enjoys collaborating across teams to deliver compelling marketing initiatives.

Education

BSc in Business Administration and Marketing

Copenhagen Business School (CBS), Copenhagen, Denmark

Expected graduation: June 2026

- Relevant courses: Digital Marketing, Consumer Behavior, Content Strategy, Market Research
- GPA: 10.2 / 12

Work Experience

Student Marketing Assistant

GreenFuture.dk · Part-time · Copenhagen, DK

Feb 2024 – Present

- Supported digital campaigns by creating visual and written content for Instagram, Facebook, and LinkedIn
- Conducted competitor research and summarized findings to inform monthly strategy reviews
- Assisted with newsletter layout and content in Mailchimp (open rates increased by 15%)
- Collaborated with the design team to maintain brand consistency across all channels

Content & Social Media Intern

UrbanApparel (fashion e-commerce brand) · Internship · Remote

Aug 2023 – Dec 2023

- Scheduled and published 3+ weekly posts across TikTok and Instagram

- Wrote blog content optimized for SEO and brand tone
- Helped organize influencer collaborations and tracked performance metrics using Google Analytics
- Contributed to a 20% increase in monthly engagement through targeted story campaigns

Skills

- Social Media Management (Instagram, LinkedIn, TikTok)
- Canva, Adobe Express, Figma (basic)
- Google Analytics, Meta Business Suite
- Mailchimp, WordPress
- Copywriting, content scheduling, branding

Languages

- English – Full professional proficiency
- Danish – Native
- German – Intermediate (B1)

Interests

- Visual storytelling
- Branding trends
- Podcasting
- Street photography