



CV

Troels Byskov

Åhusene 3, 1. 4

8000 Aarhus C

(+45) 22 44 17 58 | troelsbyskov@outlook.com

www.troelsbyskov.tk/en/

LinkedIn: <https://linkedin.com/in/troelsbyskov/en>

TROELS BYSKOV

INTRODUCTION

DEDICATED MEDIA STUDENT READY FOR CHALLENGES

I have always been very analytical which made media studies the right choice for me. Here I have built a strong knowledge of and experience with quantitative as well as qualitative user surveys and analyses – both online and offline. I am, furthermore, a strong communicator and have built a big knowledge of business communication through my minor in international communication. I am, therefore, both strong analytically and able to create an overview of big user surveys as well as being great at communicating this knowledge – both in speech and writing.

My academic and theoretical foundation is supported by a great practical experience from my jobs where clear communication – both between colleagues and to customers – have been of big importance. Additionally, I have a self-imposed interest in learning more by attending various courses and through the construction of my own web page.

EDUCATION

STUDY ABROAD, REGENT'S UNIVERSITY LONDON



15.01.2018 - *present*

- Through this study abroad, I have strengthened my competencies within **marketing** and **public relations**.
- I have, furthermore, become at home in **the English language** after half a year in which all teaching and social events have been conducted in English.

BA IN MEDIA STUDIES, AARHUS UNIVERSITET



Minor in International Communication

2015 - *present*

- At media studies I have built a **strong analytical faculty** regarding companies' problems and which **possibilities the media gives**. I am well versed in **Gallup's analytical tools**.
- I have written my **bachelor project** about podcast firms' **positioning** in the society and which **media law** that is relevant to these firms. The project had a focus on the firm Mediano. I received the best grade for my bachelor project.

EDUCATION

(continued)

FOLK HIGH SCHOOL ABROAD, HÖJSKOLENDK

05.07.2016 - 05.08.2016

- I was at a folk high school abroad at *The US Virgin Islands*.
- I build up competencies within **project management** and **teambuilding** and I obtained a greater **cultural understanding** through **volunteer work** during the stay.



DANISH STX (HIGH SCHOOL), HOLSTEBRO GYMNASIUM OG HF

2011 – 2014

- **Social studies programme** with the subjects social studies, Danish, English, history and mathematics at A-level.
- I was chosen to and participated in a **Masterclass course in English**.



CONTINUATION SCHOOL, LOMBORG GYMNASTIK- OG IDRÆTSEFTERSKOLE

2010 – 2011



WORK EXPERIENCE

SALESPERSON, ELGIGANTEN, HOLSTEBRO, VIBY OG AARHUS C

01.06.2014 - 15.11.2017

- Through my job at Elgiganten I have learned to provide **great customer service** even in stressed situations and with many balls in the air. This has been reinforced through my participation in Elgiganten's internal **sales training course** Cat 2.



SALESPERSON, FONA, AARHUS C

01.08.2015 - 31.03.2016

FONA

WAITER, BONE'S RESTAURANTS, HOLSTEBRO

01.03.2013 - 31.05.2015

- To work at a restaurant has taught me to **keep a cool head** and to **keep an overview of the situation** when things move quickly.



CHOSEN COURSES

LEARN DIGITAL, GOOGLE, ONLINE

An online course about the entire Google marketing universe.

Certified on 20.03.2017

SUCCES ONLINE, GOOGLE, AARHUS

A three-part course about Google's marketing platforms with a special focus on Google AdWords.

08.02.2017 - 02.03.2017

ADOBE PHOTOSHOP CC, CA A-KASSE, AARHUS

A three hours introduction course to Adobe Photoshop CC.

01.12.2016

IT
COMPETENCIES

GALLUP'S ANALYTICAL TOOLS

- Through my education I have been trained in Gallup's analytical tools, including both The Viewer Survey and Danish Online Index (Instar Analytics), and Index Denmark/Gallup (GallupPC).

ONLINE MARKETING

- I am self-taught in various online marketing tools. I am familiar with Google Analytics, AdWords and Tag Manager as well as Facebook's marketing tools and Pixel.

THE OFFICE SUITE

- I master both Word, Excel and PowerPoint (and similar office programs) at a professional level.

LANGUAGES

DANISH

Danish is my native language and I speak it fluently.

ENGLISH

I speak English on a professional level.

GERMAN

I speak German at a conversational level.

PERSONAL
AND LEISURE
ACTIVITIES

PERSONAL

I am born and raised in Holstebro in the western Jutland. I moved to Aarhus in the summer of 2015 to study. Since then I have lived in London for six months in connection with my study abroad period.

LEISURE ACTIVITIES

I have a lot of different interest in my free time. I spend a lot of time being social with my friends and family and, furthermore, I stay active by weight-lifting, jogging and mountain biking. Before moving to Aarhus, I was rowing at a high level.

FURTHER
INFORMATION

REFERENCES

References from employers can be obtained if interested.

CONTACT ME ON E-MAIL

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VISIT MY WEBSITE

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