

CV

Lene Weisbjerg

Lene Kraft Weisbjerg

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Social, empathetic and focus on the people around me

For me it is very important to understand other people's perspectives. I love to systemize and plan processes. I get my energy from teamwork, but I also need concentrated time to be a nerd. I love to learn about the new things every day. Since my exams last year I have been on maternity leave, where I have been keeping academically busy with redesigning a website for the NGO where I volunteer. This has been a task demanding restructuring communication to fit a different target group, copywriting, new legal requirements etc. I live with my husband and 3 children in Ørum, where I actively take part in the local initiatives.

My core competencies

- ✓ Broad experience with internal and external communication
- ✓ Solid coordination skills between different professional groups and management levels, where many opinions must be heard and taken into account
- ✓ Constant focus on the recipient
- ✓ Great language skills in Danish, German and English



EDUCATION

- 2016 - 2019 Aalborg University, Cand.IT, Information Architecture
Thesis focus on usability on charitable websites.
Human-centred and technological perspective with focus on CMS, design, information management, media strategy and project management.
- 2013 - 2016 Aalborg University, Bachelor in Communication and Digital Media
Thesis on Interactive Digital Media with focus on ethics, learning, culture and online and personal communication.
- 2008 - 2010 Office assistant, Holstebro Handelsskole and Bang & Olufsen A/S
- 2005 - 2008 HHX, International Linie, Viborg Handelsskole



EXPERIENCE ABROAD

- 2015 Tanzania - Project with DANIDA-support for Tanzibarn (14 days)
- 2011 Tanzania - Voluntary work at Usa River Children Centre (7 months)
- 2009-2010 Germany - Marketing assistant at Bang & Olufsen A/S, München (12 months)
- 2007 Mexico - Language/Cultural Studies in Cuernavaca (1 month)
- 2004- 2005 Australia - Eastern Hills Senior High School, Perth (11 months)



IT

- Office: Word, PowerPoint, Excel
- Adobe: Photoshop, InDesign, Dreamweaver, Premiere Pro
- Other: Web design, MailChimp, basis HTML, CMS (WordPress, Umbraco, EpiServer)



LANGUAGE

- Danish: Mother tongue
- German: Bilingual
- English: Fluent

WORK EXPERIENCE

2016 - today



Co-founder of Escape Viborg

- ✓ Concept development of real-life-escape games
- ✓ We are currently building a new room in Funhall Viborg
- ✓ Responsible for www.escapeviborg.dk

2011 - today



Board member, Tanzibarn

- ✓ Responsible for DANIDA-supported project with funding for 650.000 DKK
- ✓ Development of marketing material from pictures and video from the field
- ✓ Secretary and responsible for PR and website: www.tanzibarn.dk
- ✓ 7 months voluntary work in 2011 at a children centre in Usa River, Tanzania

2018 - 2019



Study internship and student assistant, Region Midt

- ✓ Content management of a large number of intranets and websites
- ✓ Support to local web editors in other departments
- ✓ Accessibility optimization according to EU standards
- ✓ Video and picture editing of content to SoMe and intranet
- ✓ Making infographics and graphic elements

2013 - 2016



Student assistant, Communication at Projekt 9220, Aalborg Øst

- ✓ Responsibility for online platforms to local groups of different ethnicities
- ✓ Graphic tasks such as posters, logos, magazine layout
- ✓ Planning of communication strategy and materials

2011 - 2012



Online Coordinator, DVS Entertainment, Viborg (2011 - 2012)

- ✓ Administration of web shop - DVD and BluRay sales
- ✓ Concept and development of new Video On Demand website
- ✓ Daily scrum meetings with programmers in Ukraine
- ✓ Project trip to Ukraine as facilitator for the programmers
- ✓ Responsible for student assistants' daily tasks

2008 - 2011



Marketing Assistant, B&O Automotive Marketing & Sales, Germany (2010 - 2011)

- ✓ Development of online database with marketing material - based on my final exam
- ✓ Coordination of large events
- ✓ Developing marketing material
- ✓ Cooperation with Audi, Aston Martin, BMW and Mercedes AMG

Marketing trainee, B&O Automotive Marketing & Sales, Germany (2009 - 2010)

- ✓ Final exam: Concept and design of online portal for marketing material
- ✓ Development of marketing material and concepts
- ✓ Planning and coordination of events

Trainee in Customer Service, Bang & Olufsen A/S, Struer, Denmark (2008-2009)

- ✓ Responding to customer inquiries from around the world
- ✓ Handling complaints, technical problems and product advice