

Elisabeth Kjelmann



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📄 Portfolio: <https://www.kjelmanndigital.dk/>

👤 PROFILE

Creative and curious marketing specialist seeking new challenges within content marketing, online and/or offline events, and web development. I'm a social profile who is good at keeping an overview, coordinate with everyone involved, and see new creative perspectives. I have **9+ years** of experience in:

- B2B and B2C marketing like ad campaigns, e-mail marketing, and landing pages focused on conversion
- Content creation such as case studies, whitepapers, scripts for webinars, and ad copy
- Developing websites and webshops in Wordpress and Umbraco, and building their marketing strategy and content plan
- SEO optimization for websites, lately with a focus on optimization for AI search

🧪 SKILLS

📋 SKILLS

Written content
SEO and GEO
Optimization
Web Development
Strategic planning
Project Coordination
Paid ads LinkedIn,
Google, and Meta
Automation flows
ABM content
Event planning
Visual content



🎓 EDUCATION

📅 01/2018 📍 ODENSE, DENMARK

Spanish Language And Literature | Master
University of Southern Denmark

+ Minor in English Language and Literature

📁 WORK HISTORY

📅 08/2023 📍 ODENSE, DENMARK

B2B Marketing Specialist
Vitec Aloc

- Responsible for developing and executing the content strategy, including paid social, email marketing, automation, and data-driven reporting
- Coordinate lead generation and campaigns in close collaboration with the sales team
- Ensure quality and consistency in content production across departments.
- Plan and host customer events and webinars, and manage the overall marketing budget

📅 10/2021 – 04/2023 📍 HERNING, DENMARK

Content specialist
LeadMotor

- Managing B2B content campaigns
- Copywriting designed to specific target groups
- Developing whitepapers, e-mail flows, landing pages, and ad copy in English and Danish
- Expanding online brands through content creation and advertising

📅 08/2017 – 01/2024 📍 AARHUS, DENMARK

SEO Content Writer and Web Developer
Kjelmann Digital

- Own company
- Developing websites and webshops in Wordpress
- Ad campaigns on Meta and Google
- Content creation for website, e-mail campaigns, and ad copy
- SEO optimization and consulting. Establishing SEO workshops
- Written novels for leaders through workshops and AI transcriptions of conversations

🧪 LANGUAGES

📋 LANGUAGES

Danish: Native
English: Advanced (C2)
Spanish: Advanced (C2)



📍 5000 Odense, Denmark

🌐 <https://www.linkedin.com/in/elisabeth-kjelmann/>