



Work Experience

Web3 Profile



Founder - Beehive Consulting

April 2023 - present

- Helping Web3 start-ups with their GTM strategy, Branding strategy, PR strategy, community, etc.



Project Manager, Growth - MakerDAO

October 2021 - December 2022

- Brought **leads** for partnerships & BD
- Used **Data Analysis** on Maker brand awareness
- Built a **PR & Communication Strategy** which got Maker in big media: Forbes, Time, Bloomberg, etc.
- Created & coordinated **marketing** campaigns with partners such as Wirex, Coinbase, Nexo, Argent, etc.
- Active contribution to Maker website **rebranding**
- **Represented** Maker in media & conferences
- Co-ord **events** - Daivinity, Hack Money, offsite, etc.
- **Managed** collaboration with BanklessDAO



Business Analyst - Norfico & The Tokenizer

October 2020 - October 2021

- Partnerships - STOs, NFTs & DeFi focus
- Social Media Marketing
- Website **content management** + weekly newsletter
- Market analysis
- FinTech **consulting** & writing reports



Marketing Assistant Intern - Make Sense Film

February - May 2019

- Assisted the creative director, film editors & journalists
- Learned visual storytelling & **strategy** planning
- Managed social media marketing
- **B2B Sales** & support

Highlights

- Taught Web3 marketing in the EkoLance Training program
- Participated in ETHGlobal 2021, designed Osmotic Funding & won 3 prizes
- Experience working in a DAO
- Experience in SaaS B2B sales, BD & Marketing
- Presented on stage & offered commentary in media on DAO Governance at events, podcasts, etc.

Communities

- SheFi
- Meta Gamma Delta
- OxxCrypto
- AstroGirls NFT

Sneak peak into my work at Maker

- Maker Brand Forum update

Hard Skills

Code & Data Analytics

- Python - Machine Learning
- Tableau - Data Analysis

Creative & visual

- Adobe Photoshop
- Lightroom
- Premiere Pro
- InDesign
- Procreate

Basic

- Microsoft package - EXCEL, PowerPoint, Word, etc.
- Miro, Slack, Notion, Discord, etc.



Marketing Manager - eKontoret

November 2018 - September 2019

- **SaaS B2B sales** with FinTech startups
- Content management & newsletter



Project Manager - EuropeNOW

December 2017 - November 2018

- **PM & sales** for corporate events across Europe

Education & Volunteering



BSc Business Administration & Digital Management

Copenhagen Business School, 2019-2022

Volunteering:

- Advisor & Community Manager, **CBS Blockchain Society**
- Organized **Women in Tech**
- Writer for the Student Survival Guide



AP in Marketing Management

CphBusiness Academy, 2017-2019

Soft Skills

- Natural networker & strong **people skills**
- **Creative** problem-solving
- Detail-oriented
- Writer at heart & **storyteller**
- Great at communication
- **Project coordination** & delegation
- Supportive team player

Languages



Interests & hobbies

Travel & adventures

Visited 26 countries & love trying new things like sky diving, volcano hikes, snorkeling, etc.



Music

I like to sing on stage or go to live music in my free time, favorite genre is Jazz



Self-development

I read books & listen to podcasts for personal growth, eg. psychology, finance, biohacking, etc.

