

# Anna Wolthers

DENMARK

## PROFILE

UX researcher, Sales and Customer Care professional, with years of experience from, retail and fashion industry.

Detail-oriented and with a flair for numbers. Visual and attentive to details. Strong communicator and a team player. Certified Project Manager.

I am sales and targets driven, with strong analytical skills and experience working with sales, visual merchandising and different KPI analyses. I thrive in a dynamic, agile environment.

## EMPLOYMENT HISTORY

### Copywriter and Digital Content Creator , Freelance

Dec 2016, Copenhagen

Working with web and digital content.

Blog posts, product descriptions, producing content for website and social media.

SEO, Copywriting

### Sales Advisor and Key Holder, Massimo Dutti, Zadig &Voltaire

Jul 2018 — Sep 2021, Copenhagen

Styling, working with different sales techniques, clienteling

### Advisor , Danske Bank IPC and Diplomatic Section

Apr 2014 — Nov 2016, Copenhagen

Acquiring and creating new customer profiles for the International Private Clients and Diplomatic Sectors. Customer Care and Administrative Support.

## EDUCATION

### University of the Arts London, Digital Marketing Strategy Online Course

Sep 2021 — Nov 2021, London

customer experience, traffic generation, advertising strategies, to analytics and tracking your ROI

### Aarhus University, Master of Arts International/Global Studies

Sep 2009 — Aug 2012, Aarhus

International Project Management, International Relations, Global History.

## SKILLS

Sales

Customer Service

Digital Marketing

UX

Project Management

Microsoft Office

Communication Skills

Effective Time  
Management

Ability to Multitask

## HOBBIES

Photography, Creative  
Writing, Reading

## LANGUAGES

Danish

English

French

Polish

## LINKS

Copywriter cocAEmka

Public\_profile

Copywriter for Fastpack

## **Digital Marketing, Professional Certification (Akademiuddanelse)**

Apr 2018 — Jun 2018, Copenhagen

Social Media Content, SEO, Google Adwords

## **PRINCE 2, Project Management Practitioner**

Apr 2014 — Sep 2014, Copenhagen

PRINCE 2 certification Project Management Foundation and Project Management Practitioner

## **KEA**

May 2022 — Jul 2022, Copenhagen

UX and graphic design

## **REFERENCES**

**References available upon request**

## **COURSES**

### **Fashion as Design , The Museum of Modern Art MoMA**

Feb 2019 — Mar 2019

### **Project Management , PRINCE 2**

Mar 2013 — May 2013