



DIANA DAIA

**content strategy • social media • branding • H2H
inbound marketing • strategic communication
PR • SEO • visual storytelling • growth mindset**

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EXPERIENCE

**ACTIMO
KOMFO
WEDOCOMMUNICATION
GASTROPOLITANS
WAREMAKERS
GEELMUYDEN KIESE
PRIMETIME
CLIO ONLINE**

Content Strategist & Digital Marketing Specialist (Mar 2018 - present)
Content Strategist & Communications Specialist (Jan 2017 - May 2018)
Content Strategist & Web Manager (May 2016 - Dec 2016)
Co-founder, Content Writer, Visual Storyteller (Dec 2015 - present)
Social Media Manager & Content Strategist (Oct 2015 - Dec 2015)
Social Media Manager (Apr 2015 - Jul 2015)
Communications Consultant (May 2013 - Jan 2015)
Content Writer (Oct 2012 - Jan 2015)

EDUCATION

**UNIVERSITY OF CALIFORNIA
UNIVERSITY OF ILLINOIS
NORTHERN UNIVERSITY
UNIVERSITY OF COPENHAGEN
FREIE UNIVERSITÄT BERLIN,
JOHN F. KENNEDY INSTITUTE
ALPEN-ADRIA UNIVERSITY**

Specialization in **SEO** (Aug 2018-present)
Specialization in **Digital Marketing** (spring 2015)
Specialization in **Content Strategy for Professionals** (spring 2015)
MA **English** and **Modern European Studies** (Sep 2012 - Sep 2014)
Erasmus programme, BA English and Am. Studies (Oct 2009 - Sep 2010)
BA English and American Studies (Oct. 2008 - Oct. 2011)

LANGUAGES

**ENGLISH
DANISH, GERMAN
FRENCH, ITALIAN, SPANISH
ROMANIAN**

Fluent: BA grade point average 1.3 (6-point grading scale)
Proficient: Prøve i Dansk 3 Certificate, German as a Foreign language C1
Upper intermediate in reading & writing, speaking needs refreshing
Native

SKILLS

**GRAPHIC DESIGN
SOCIAL MEDIA
EMAIL MARKETING
CMS & SEO
PROJECT MANAGEMENT
MICROSOFT OFFICE SUITE**

Photoshop: 13 yrs; **InDesign:** 9 yrs; **AfterEffects & Illustrator:** 5 yrs; **Sketch**
FB Power Editor, Komfo, Hootsuite, SproutSocial, Infomedia, Mention
MailChimp: 5 yrs; basic knowledge of **Marketo**
Wordpress, Drupal: 3 yrs; **Squarespace, Pixelpost:** 4 yrs; **Google Analytics**
Trello: 4 yrs
Word: 11 yrs; **Powerpoint:** 8 yrs; **Excel:** 5 yrs

ACTIMO

Copenhagen

Mar 2018 - present

CONTENT STRATEGIST & DIGITAL MARKETING SPECIALIST

Responsible for the brand strategy, tone of voice and content cycle from the outset to execution:

- overall strategy and content for the **brand's website**
- **B2B content for branding and lead generation:** lead magnet articles, customer cases, guides aligned with the brand's verticals and ICPs
- **ownership of the brand's SoMe strategy, content and tone of voice:** overall strategy, planning, and execution for all channels: LinkedIn, Facebook, Instagram, Twitter
- **content marketing:** strategy and content for SoMe and search advertising
- **the content bridge between the Marketing team and the organization:** fueling the Sales, Customer Success, and Product teams with content and brand strategy to support scaling

Key achievements:

- successfully repositioned the brand, product and value proposition by creating the content strategy and overall content for Actimo's new website (launched late august 2018)
- defined the brand position & brand voice of Actimo across all touchpoints
- introduced and developed new touchpoints - Instagram and thought leadership initiatives - industry insights, expert insights

KOMFO

Copenhagen

Jan 2017 - May 2018

CONTENT STRATEGIST & COMMUNICATIONS SPECIALIST

Main responsible for creating high-impact written and visual content on all brand touchpoints:

- **B2B content cycle from strategy to execution:** crafting copy in the form of cases, emails, webinars, whitepapers, guides, product presentations, industry & thought-leadership articles for driving brand awareness, as well as turning leads into customers and customers into ambassadors.
- **social media:** producing all the content for campaigns and SoMe channels, as well as visual storytelling experiences in the form of snackable videos and graphics aligned with the brand's identity.
- **inbound marketing:** strategizing together with the marketing director, SoMe manager, and Marketo specialist the overall communication cycle for leads, prospects, and social; creating content for all stages of the marketing funnel for emails, A/B testing, landing pages, SoMe advertising.
- **the content bridge between the Product team and customers:** transforming product information into engaging and understandable copy for product releases, email newsletters, Help Center articles.
- **extracting key insights from customers and thought leaders** and turning them into website & Medium cases and interviews targeted at brand verticals and key audiences.
- **supporting Customer Success with business growth** by providing solution guides, presentation copy & graphics, whitepapers.
- **tracking current industry trends** from conferences, webinars, publications, and integrating learnings into the overall marketing strategy.

Key achievements:

- defined the tone of voice & overall brand content for Komfo's new website & product identity launched in april 2017, that resulted in 30% organic website traffic growth & positive customer impact
- created the overall content strategy and copy for Komfo Summit 2017, a conference that gathered 20+ award-winning speakers and 500+ key industry attendees. Main role in creating content for SoMe marketing for Social Challenge Week, a 4-day online conference that gathered 3000 viewers from 19 markets
- crafted the content and conversational flow for Komfo's first event chatbot, which gathered 4000+ messages from attendees and replaced the role of SoMe customer service around Komfo Summit

WEDOCOMMUNICATION

Copenhagen

May 2016 - Dec 2016

CONTENT STRATEGIST & WEB MANAGER

- responsible for the **brand's website strategy:** from content strategy to web design, visual identity, and content management
- **copywriting, B2C communication** and **translation tasks** for lifestyle & FMCG clients
- working with the production of **campaigns & PR** events for the agency's customers

Key achievements:

- successfully created & maintained the brand's web strategy aligned with the market goals & positioning
- hands-on experience with copywriting, digital communication, B2C communication strategy, press releases, PR events from concept to implementation

STRATEGIC COMM. NETWORK

Copenhagen
Aug 2015 - present

GASTROPOLITANS

Copenhagen
Dec 2015 - present

WAREMAKERS APS.

Copenhagen
Oct 2015 - Dec 2015

GEELMUYDEN KIESE

Copenhagen
Apr 2015 - Jul 2015

PRIMETIME

Copenhagen
May 2013 – Jan 2015

MEMBER

A high-profile network for women working with strategic communication in Denmark.

Member references: DR, Tryg Forsikring, Mærsk, Lidl, Miracle, BonBon-Land, IcelandAir, Venstre, Arbejdernes Landsbank, Siteimprove, Ford, Alternativet, Tracer Pharma, Lungforeningen, Statsministeriet, DTU, Lagkagehuset, Tændlægen.dk

CO-FOUNDER, CONTENT WRITER, VISUAL STORYTELLER

Owner of the overall content and communication strategy of Gastropolitans, a platform that provides curated guides for the best gourmet city trip through speed and style off the beaten track:

- content producer: online articles about tourism and gastronomy
- responsible for the branding and B2C communication strategy on all social media channels
- content management of the website in Drupal

Key achievements:

- hands-on experience with branding, online content, digital communication, SoMe strategy, Drupal

SOCIAL MEDIA MANAGER & CONTENT STRATEGIST

- **ownership of the brand's SoMe content and tone of voice:** SoMe strategy for Facebook, Instagram, Twitter, Pinterest; content plan; overall storytelling across touchpoints through on-brand content
- **identified key stories** from producers and **transformed** them into user-centric B2C content for social
- **SoMe advertising:** created content for Facebook campaigns & Carousel Ads at all stages of the funnel, played a key role in defining custom audiences, KPIs, audience segmentation monitoring performance.
- **visual storytelling:** produced graphic content for SoMe, web banners, online ads, email banners
- provided **social customer support** across the brand's SoMe channels

Key achievements:

- strategized and set up a holistic organic SoMe strategy coupled with paid SoMe advertising
- built brand awareness by driving engagement at all stages of the user journey on social
- had a main role in building brand trust by creating lasting relationships with customers through online content that created user value

SOCIAL MEDIA MANAGER

Grew the online presence on the Danish market of a Finnish bicycle brand:

- **SoMe strategy:** developed the content roadmap, created B2C content for organic growth on Facebook and Instagram, created the brand tone of voice, monitored SoMe performance, content calendar, reporting
- **Customer support:** provided support across all the brand's SoMe channels
- **PR:** conceptualized, planned, and executed local events with partners & brand ambassadors
- **direct contact** with the client, sales agent, dealers, press, brand ambassadors

Key achievements:

- increased brand awareness by driving the online presence across all touchpoints
- hands-on experience with SoMe strategy and management, B2C online content, customer support, PR, press releases and event promotion from concept to implementation

COMMUNICATIONS CONSULTANT

Main responsible for two international lifestyle brands - Plantui and Jopo:

- **strategic communication:** played a key role in creating and executing a market-entry communication strategy for a Finnish customer, a hydroponic indoor garden launching on the Danish market
- **content creation:** created the tone of voice and online content across traditional and digital channels ranging from press releases to emails, SoMe content.
- **SoMe management:** grew their SoMe presence by creating written and visual content, providing customer support, and media monitoring for meeting social KPIs
- **handled all project management tasks** supporting the overall communication plan

CLIO ONLINE

Copenhagen
Oct 2012 – Jan 2015

THE SPHERES

Berlin, Bucharest, Vienna
Apr 2007 – Dec 2012

SUNETE MAGASIN

Bucharest
June 2007 – Apr. 2008

I also worked with clients such as Lidl, Decubal, Siemens, En Af Os, Georg Jensen, 3, Bosch, Tandlægernes Tryghedsordninger, Fremstillings Industrie:

- conceptualized & executed **PR events** in the form product launches or product campaigns
- created and orchestrated **market-oriented content** across traditional and digital channels ranging from press releases, presentation, SoMe content.
- **identified key brand ambassadors** and online influencers

Key achievements:

- successfully met client objectives by driving brand presence through strategic content and PR
- experience with strategic communication, branding, market-entry strategy, SoMe, audience segmentation

JUNIOR CONSULTANT

I closely worked with international and Nordic lifestyle & FMCG brands:

- **created and administered the social media channels** of a Finnish customer by implementing a social media strategy and help desk support
- **project managed** an international brand in relation to their launch on their Danish market
- handled **copywriting & translation** tasks for both agency and clients
- worked with **PR events** (product launch, blogger and B2C events)
- created **graphic content** for agency and clients: online presentations, ads, web & print promo material

Key achievements:

- helped with driving the brand presence and market position of clients
- hands-on experience with strategic communication, branding, SoMe advertising, PR
- gained project management and event coordination skill

CONTENT WRITER

Content producer for the English department of Denmark's largest digital education platform:

- developed e-learning material for the Danish primary & secondary school
- handled strategic communication aimed at second language acquisition
- proofread and translated teaching materials (English-Danish, Danish-English)

Key achievements:

- gained insights into content development and strategy for educational use

CO-FOUNDER AND CHIEF EDITOR

OF N-SPHERE MAGAZINE & THE SPHERES VIRTUAL ART GALLERY

- main responsible for the **content strategy from planning to execution**: content curation, content roadmap, monthly content calendar, overall creative development of content across the full digital ecosystem.
- created and executed the **communication and branding strategy** on a 0-budget: organic social media growth, website traffic growth, email newsletters.
- crafted the **visual identity** of the magazine and designed the monthly issues (2009-2012).
- **chief content producer** of articles, interviews, and art reviews
- **main contact** to artists, industry partners, press and key role in identifying on-brand art
- **co-project managed** a team of six in-house content producers and monthly guest writers.

Key achievements:

- featured over 150 international visual artists and musicians from 30+ countries
- main driver behind the creation of a 70-page printed issue of the N-Sphere magazine
- 5+ years hands-on experience with content strategy, content curation, branding, SoMe management, Adobe InDesign, project management

JOURNALIST

Content producer at the only Romanian music magazine in print: articles, reviews, interviews with local and international artists.

REFERENCES

KIM STEENKJÆR MORTENSEN

Director Customer Success
& Business Development
Komfo

"Diana is one of the most energetic and passionate people I know! It shows in everything she does, both on a personal and professional level. Diana has an ability with words like none other I have worked with! She has helped me a great deal in my work by taking on the task as the letter equilibrist, bringing words to life in a way that is both easy to understand and intriguing to read, thank you for making my work easier! She has a growth mindset, and knows how to tell compelling brand stories that offer value to potential customers, and build trust in the brand to make them interact. One thing I especially appreciated while at Komfo was her understanding of the broader user journey with our products & services. She defined and created content that was accessible, understandable, actionable, and engaging across touchpoints to shape experiences that transformed potential and existing customers into advocates. A true black belt in her field of work!"

RASMUS MØLLER-NIELSEN

CEO & Co-founder
Komfo

"Diana is hard working, a multi talent within copy writing, communication, and content design, which is a valuable combination in a digital world where time to market for messages and content are key."

ANNA THYGESEN

Senior Advisor
Geelmuyden Kiese

"Diana er en ekstremt dygtig kommunikatør med stor strategisk forståelse for både udvikling af kommunikationsstrategier og eksekvering og effektiv content på tværs af platforme. Hun kan skrue en god content- og kommunikationstrategi sammen, hun er en hamrende dygtig tekstforfatter, samtidig med at hun eksekverer alt fra tunge digitale marketingkampagner og brand cases til dagligt community management. Når det gælder strategisk approach på og udvikling af brugerrejser kan jeg også kun anbefale Diana. På kraft af sin forståelse for brand positioning digital kommunikation samt sin internationale baggrund, er min oplevelse at Diana giver de teams og brands, som hun arbejder med et tiltrængt kompetenceløft, samtidig med at hun er både hårdtarbejdende, effektiv og ikke mindst et socialt aktiv for alle virksomheder, der vælger at samarbejde med hende."

CASPER HYLDEKVIST

Director & Partner
PrimeTime Kommunikation

"Diana har altid leveret grundigt og hurtigt arbejde på højt fagligt niveau [...] er hårdtarbejdende og har på alle tider af døgnet været klar til at tage en tørn for bureauet. Derfor vil Diana være en gevinst i hvilket som helst job, der kræver indsigt i journalistik, samfundsforhold og gode formidlingsevner. [...] Endelig vil jeg betegne Diana som en god og uhyre vellidt kollega, der har arbejdet upåklageligt sammen med alle ansatte, og med sit rolige og behagelige væsen har passet godt ind i den gode, uformelle og positive stemning, der er kendetegnende for PrimeTime Kommunikation. Jeg giver hermed Diana mine allervarmeste anbefalinger med på vejen."

JONAS ALS

Product Director
Komfo

"Look this way for great content! From doing Product Copy to SoMe campaigns, Case Articles for our website and Medium, as well as creating and editing SoMe videos for visual storytelling, Diana gets the job done. She's fast, strategic, hardworking, ambitious, with a high-quality output and she has proved very versatile in her job at Komfo. Diana has a great understanding of transforming the combined user journey into the right copy at the right time, pays great attention to detail and always has some great English phrases in stock to give the copy that extra bit of sparkle. She keeps the content strategist hat on at all times, making sure that content serves the overall brand purpose. As a person, Diana is really cool and calm with great references in art and music that can also be used for giving that little extra in her copy. I hope I'll be able to work with her again someday."

ANINE ARNILD

Senior Social Media Advisor
Komfo

"I had the pleasure of working with Diana in Komfo. Besides being an awesome communicator within any aspect of writing, Diana has a great eye for graphical details, and the hands on skills to carry them out. In addition she brings great energy and a sense of humor. Any employee would be lucky to add her to their team!"