

# Marius Vestlien Hansen

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## Key Qualifications

Experience and knowledge in marketing management, SEM, SEO, Adobe Analytics incl. Experience cloud and affiliate marketing. Analytical, critical thinker, structured and economical understanding.

## Experience

2023-2024

### **Senior Consultant**, Accrease ApS

Accrease Is a Danish consulting agency specialized In Adobe martech. I am hired as an operative analyst on a senior level within Adobe Advertising Cloud and Adobe Analytics for our Norwegian clients. Departments In Denmark, Sweden, Finland, Norway and India. I worked here from January 2023 till June 2024 as I from then wanted to work In Norway.

2022-2023

### **Operative Digital Advisor**, NXT Oslo Reklamebyrå AS

I worked fulltime as a operative digital advisor at NXT Oslo Reklamebyrå from February 2022 till January 2023. NXT Is a creative agency where I was In charge of paid search, but I advised existing and potential clients with a broad specter within marketing.

2021-2022

### **Performance Marketing Manager**, Try Opt AS

August 2021 to February 2021, I worked fulltime as a performance marketing manager at Try Opt. Try Is Norways largest house of communication, and Try Opt are In charge of the digital marketing of several well known Norwegian and global companies.

2020-2021

### **Digital Marketer**, Expleo Group Norway

From November 2020 to June 2021, I worked 20% as a digital marketer in Expleo Norway. The company is originally French, but is located in over 30 countries. I was responsible for the channels in social media and Google, and have close contact with the marketing departments in London, Dublin and Cologne. I did paid and organic marketing, at the same time as I create the content graphically myself and with the help of other offices around the world.

2020-2021

### **Co-owner & Board member**, RePlan AS

I ran a marketing agency together with 3 other fellow students, and together we specialize in advertising and community management in social media such as Facebook, Instagram, Snapchat and TikTok.. We engaged in paid and organic marketing, SEO, website building, e-commerce and consulting for small and medium-sized businesses. As of July 2021, when I left to work In Try, we were currently advising companies that have had their advertising account on Facebook closed

because they have violated the guidelines for Facebook

2018 – 2020.

**Customer Services, Anticimex AS**

From March 2018 to November 2020, I worked as a customer service employee for Anicimex AS. I have had many tasks within customer service, among other things, my main task has been to invoice the company's customers in Oslo and Viken, as well as handling redundancies. I have also assisted with logistics planning in various disciplines.

2014 – 2019

**Head of Digital Marketing, DVDink AS**

From September 2014 to 2019, I worked part time as digital marketing manager for the company DVDink AS. At the company, I was responsible for the digital marketing of the company. In other words, the marketing of DVDink through Facebook, Twitter, Google and Finn.no. I also worked in the company's shop where I received customers who had ordered goods and who came to pick them up.

## Education

2018-2021

**BsC Marketing & Brand Management, Kristiania University College**

## Other Positions

2019

**Academic support for new students at Kristiania University College**

Assisted new students in getting started with the school year.

2019

**Kristiania**

**Head of interest groups in the Student Union at the University College**

Leader of the interest associations at Kristiania University College. Assisted with the establishment of new interest groups, applied for financial support for events and attended management meetings.

## Other

**Language**

Norwegian, Mother tongue  
English, Fluent tongue and written  
German, Basic understanding

**Courses and certifications**

Google Ads  
Advertising on Facebook  
Wordpress: Intranet website  
Content marketing  
SEO  
Facebook Blueprint  
Google Analytics  
Google Digital Garage  
Graphic design (Adobe Photoshop, Indesign and Illustrator)

**Skills**

I have used Facebook Business manager, Snap ads, LinkedIn campaign manager, Google ads, TikTok, Wordpress, HubSpot, Photoshop & more.

## References

References can be provided upon request, but I will probably be described as analytical, engaging and energetic. I take responsibility, and goes in with goals and meaning before a project starts. When I get more tasks than I can handle, I sort the tasks and lay out a strategy for how to solve them.