

CV

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Qualifications: Digital marketing: SEM (Google Ads, Yahoo and Bing), Facebook, LinkedIn, behavioral targeting, retargeting, affiliate etc. in online sales and lead generation (B2B and B2C).
Search engine optimization (SEO).
Landing page optimization (CRO).
Web statistics, tracking, analysis and reporting.
Danish copywriting for ads and landing pages.
CMS, HTML and CSS.
CRM.

Experience:

2016 onwards



Senior Digital Marketing Specialist at [Siteimprove](#)
Responsible for SEM, SEO, CRO (A/B tests) as well as advertising on Facebook, LinkedIn, etc. I built and executed all campaigns in 18 countries in search, display, and retargeting in cooperation with Media Group World Wide.

My task was to deliver qualified leads to our sales representatives in all countries and keep track of budgets and optimize all campaigns regularly to achieve best return on ad spend (ROAS).

I conducted many A/B tests to increase the conversion rate and ROI.

I wrote the Danish ad texts and created landing pages and I made sure that various collaborators wrote ad texts in respective languages such as German and Spanish etc.

It was also my responsibility to make KPI reporting and continuous analysis with tools like Siteimprove Analytics, Google Analytics and the CRM system.

I worked closely with the CMO and had a say in Siteimprove's marketing strategy and its execution.

Siteimprove is growing very fast. When I started in 2016 Siteimprove had 4500 customers and in June 2018 we had more than 7000 customers.

2013/2016



Online marketing manager at webCRM

Responsible for SEM, SEO, CRO (A/B tests) as well as advertising on Facebook, LinkedIn, etc. I built and executed all campaigns in 8 countries in search, display, retargeting and behavioral targeting.

My task was to deliver qualified leads to the sales representatives in all countries and keep track of budgets and optimized all campaigns regularly to achieve best return on ad spend (ROAS).

I conducted A/B tests to increase the conversion rate and ROI.

I wrote the Danish ad texts and created landing pages and I made sure that various collaborators wrote ad texts in respective languages such as Finnish and Spanish etc.

It was also my responsibility to make KPI reporting to management and continuous analysis with tools like Google Analytics and the CRM system.

I worked closely with the management and had a say in webCRM's marketing strategy and its execution.

Growth and earnings in webCRM have been impressive enough to ensure that we've received five Børsen Gazelle awards in a row. There are of course several reasons why, but Google Ads was a huge driver of good leads, which the sales representatives turned into customers.

2009/2013



Commercial web developer at [OiSTER](#).

Responsible for online marketing: SEM, SEO, CRO, Facebook advertising, affiliate etc.

I built and executed many campaigns including Google Ads, Bing, retargeting and I wrote all ad texts. I also did all landing pages, including texts.

We ran campaigns with media agency Mindshare (part of GroupM). I was responsible for the tracking in Adform and Google Tag Manager and ongoing evaluation of various campaigns, such as Real Time Bidding, affiliate etc.

I conducted many A/B tests to increase the conversion rate and ROI.

It was also my responsibility to ensure KPI reporting and analysis with tools like Adform and Google Analytics.

I worked very closely with the Director and had a say in OiSTER's marketing strategy and its execution.

OiSTER grew from 0 to over 200,000 customers within a few years, while there was a fierce price war in the mobile market. Google Ads was very important in order to attract customers to OiSTER.

2007/2009



Product and concept developer at [Søndagsavisen.dk](#).

Responsible for product and business development and search marketing. I built all Google Ads campaigns including retargeting and I wrote all ad texts.

Responsible for surveys with SurveyXact.

I also did KPI reporting to management and continuous analysis with tools like Google Analytics and Gemius.

2002/2007



Web Designer at TELMORE

Responsible for front-end development of the website (design, usability, CSS, HTML, user testing and conversion optimization).

I was also responsible for an important part of TELMORE's online marketing (mainly SEM and display). I worked very closely with the Marketing Director and had a say in TELMORE's marketing strategy and its execution.

It was also my responsibility to ensure KPI reporting to management and running analysis with tools like Adform, Google Analytics, Gallup and Gemius.

In the five years I was with TELMORE the customer base grew from 90,000-650,000 customers and TELMORE won several e-commerce awards.

2000/2002

Web designer and front-end developer at Sky Radio, JVC Denmark, Konica Denmark, Radio NRJ, Main Magazine, MainTV and Main Card.

Responsible for web design, usability, text and database.

1997/1999

Main Magazine

Sales canvassing and layout of ads and copywriting.

Press responsible for events such as Man of the year and Woman of the year.

1995/1997

Radio Uptown, Copenhagen (Nordisk Film Egmont Group).

Crafted radio broadcasts of music and journalism.

Created marketing efforts, canvassing, copywriting and narration of radio advertising.

1988/1994

Independent. Daily leader at a local radio station; New FM, Farum.

Tasks like motivating employees and 30 volunteers, radio broadcasts, marketing, sales canvassing, copywriting, produce and speak radio commercials, music concepts etc.

Education:

- 1999/2000: Web Designer at Base4000 in Roskilde.
- 1986/1988 Sales assistant in J and A's Clothing, Farum.
- 1985/ 1986 EFG Handel & Kontor (Trade and Office), Lyngby og omegns Handelsskole (Business School).
- 1984/1985: 10th grade at Sankt Knud Lavard private school in Lyngby (primary school).

Courses/seminars:

ConversionBoost
WAW (IIH Nordic)
Sitecore digital trendspotting
Content marketing (Manipulation)
Online Marketing (Euro Forum)
Search Engine Optimization (FDIH)
Persuasive Design (FDIH)
Surveys (Uni-C)
Photoshop Xtreme course (Soft World)

Marketing network:

<http://www.fdiH.dk/medlemsfordele/videnstilbud/erfagrupper/danish-search-marketing-alliance-dsma>

Private:

Privately, I value time with my family; My partner for 20 years and our two lovely children aged eight and ten years. I also love physical activities such as running and skiing. One or two times a month I work as a DJ, because I like to get people in a good mood.

LinkedIn:

[Linkedin.com/in/claesmethling](https://www.linkedin.com/in/claesmethling) See references, qualifications and recommendations, etc.