2020 – 2026

A Multichannel Marketing Portfolio

By Maja Helene Larsen

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Profile

I'm a communications and digital marketing professional with a strong track record of creating engaging, clear, and purpose-driven content across platforms and industries. With hands-on experience from the public, political, creative, and financial sectors. I thrive in complex environments where adaptability, strategic thinking, and creative execution are key.

My background spans everything from crisis communication and employer branding to social media strategy and content production — and I love transforming diverse topics into content that makes sense and connects with people.

Senior Communications Consultant
EG A/S
March 2026 - Now

Digital Marketing Consultant
SDC A/S • Netcompany Banking Services A/S
February 2022 - March 2026

Digital Marketing Associate
Presidents Institute A/S
August 2021 - February 2022

Communications Consultant
Landbrug og Fødevarer F.m.b.A
September 2019 - October 2021

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Digital Communication

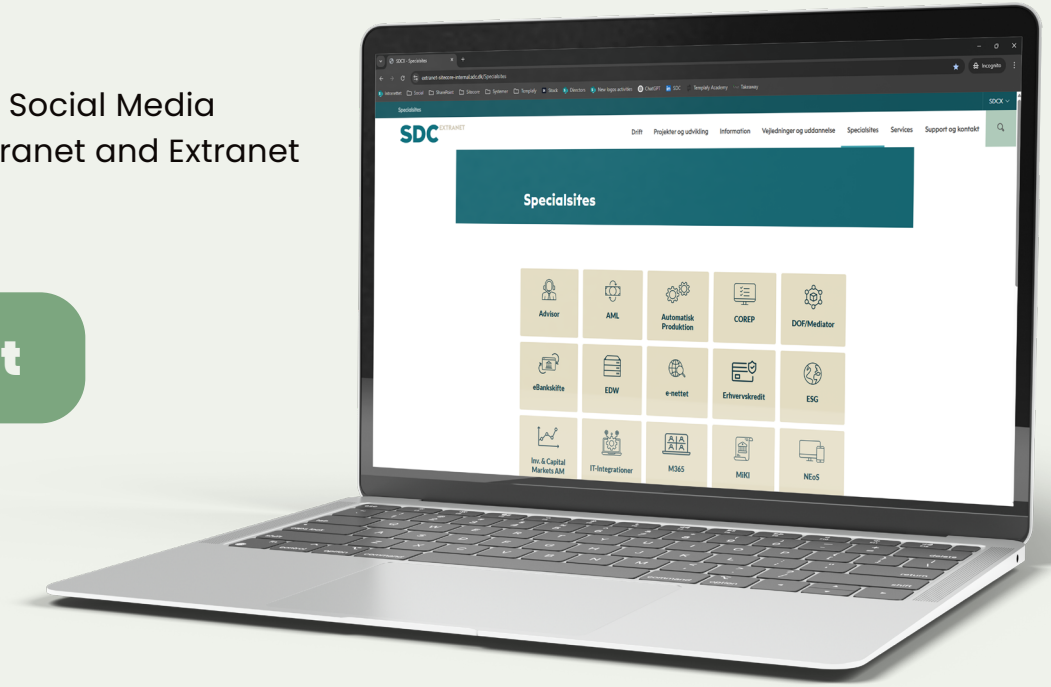
I help organizations communicate clearly and creatively in digital spaces.

With a background in content creation, social media, and digital strategy, I specialize in making complex messages easy to understand and engaging — whether it's for employees, customers, or a broader public audience.

I have experience working with:

- Website production and management from A to Z
- Content creation and community management on Social Media
- Internal and Customer Communication through Intranet and Extranet
- Email Marketing and E-commerce

Click To Explore My Digital Toolkit



Creative Services

Creativity is a core part of both my professional and personal life. I'm passionate about communicating messages in visually engaging ways, and I firmly believe that creative storytelling helps audiences not only understand but also connect with and embrace those messages.

I particularly enjoy working within the following creative areas:

- **Graphic Design** - Web and app graphics, content visuals, data visualization, etc.
- **Brand Identity**
- **Workplace Branding**
- **Video and Photo Content**
- **Editorial and Layout Design**



Sales Material and Events

I create materials such as brochures, folders, one-pagers, and presentations — tailored for existing and potential customers, internal stakeholders, and partners. My work spans content development, visual design, and overall concept creation, ensuring each piece supports sales goals and strengthens brand positioning.

I also have extensive experience with event planning and execution, from internal company events and workshops to larger corporate gatherings. My role often covers the full process — from invitations and event branding to presentations, logistics, and on-site coordination.

Through both sales materials and events, I have helped onboard new customers, showcased value to existing clients, elevated brand identity, and contributed to strengthening market position.





LinkedIn Reach

Over a period of three years, I grew our company LinkedIn page from 7,800 followers to more than 13,200 - an increase of nearly 70% - using only organic content.

The growth was driven by a tailored content strategy built around three key categories:

- **Employer Branding** - highlighting company culture, employee stories, and behind-the-scenes insights to attract and retain talent.
- **State of the Union** - sharing industry perspectives, company updates, and thought leadership to position the brand as an authority. This in combination with fresh content on our website.
- **Customers** - showcasing customer stories, successes, and collaborations to build credibility and strengthen relationships for both existing and potential customers.

By combining these content pillars with engaging visuals, unique copywriting, and optimized posting practices, I boosted reach, engagement, and brand visibility. The result was a stronger LinkedIn presence that supported recruitment, nurtured customer relationships, and reinforced our position in the market..



Click To See More Examples

Visual Identity

When I joined SDC (now Netcompany Banking Services), one of my first major responsibilities was to create and roll out a new visual identity that reflected the company's purpose of delivering great banking experiences at competitive prices, while supporting the strategic direction of executing effective banking.

The project covered every aspect of the brand's visual expression:

- **Visual Identity System** - complete guidelines for logo usage, typography, colors, and imagery.
- **Internal Brand Handbook** - a comprehensive resource to ensure consistency across the organization.
- **Templates and Tools** - new standards for presentations, document layouts, and social media content.
- **Digital Platforms** - updated intranet, extranet and created an entire new website.
- **Workplace Branding** - design and production of posters, keycards, signage, and flags for offices in both Denmark and Poland, aimed at strengthening internal culture while also enhancing the impression for customers and partners visiting the sites.



This work laid the foundation for a clear, consistent, and modernized identity that not only improved internal alignment but also elevated how the company was perceived externally.

Homepage Upgrade

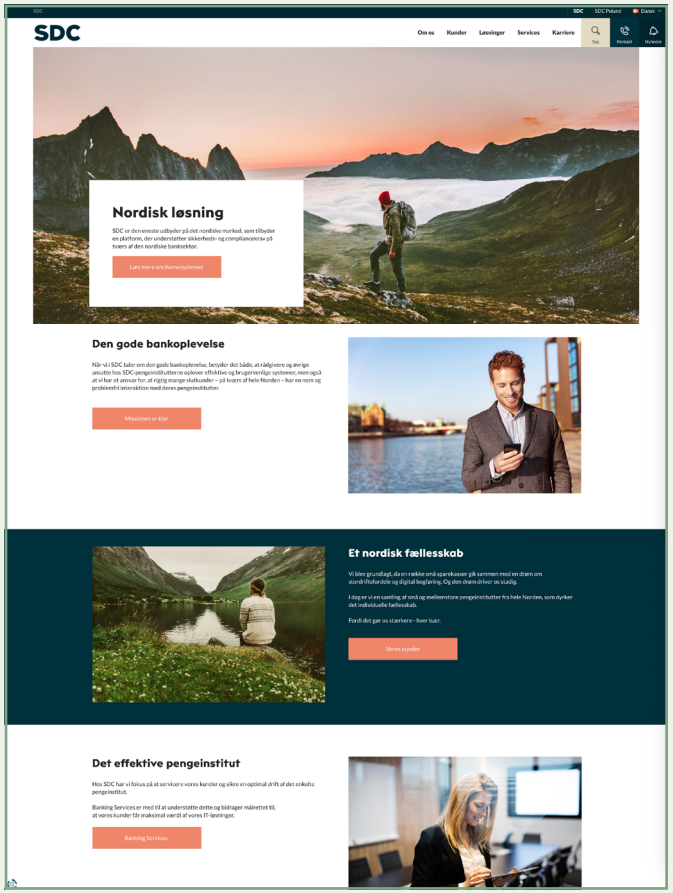
In 2023*, I led the development of a new corporate website for SDC as project manager and content lead. The goal was to modernize the brand, enhance user experience, and strengthen both recruitment and customer acquisition.

Working in Sitecore, I built the website from the ground up, covering all aspects of the process:

- **Project Management** - coordinating inputs across Communications, People and Culture, Sales, and Product Owners.
- **Content Creation** - responsible for all core content, including product/service pages, customer cases, articles, and employer branding material.
- **Structure and Design** - developing the site tree, user flows, and visual design with a focus on accessibility and engagement.
- **SEO and Optimization** - implementing SEO best practices to improve rankings and visibility across Scandinavia.

The launch delivered measurable improvements in search ranking, visits, and engagement - driven by a strong content strategy and consistent updates with fresh articles and job postings. The result was a website that not only reflected a modernized brand identity but also became a powerful platform for customer acquisition and employer branding.

**As of July 2025 the website has been shut down due to the Netcompany Merger.*



Contact

Thank you for taking the time to explore my work.

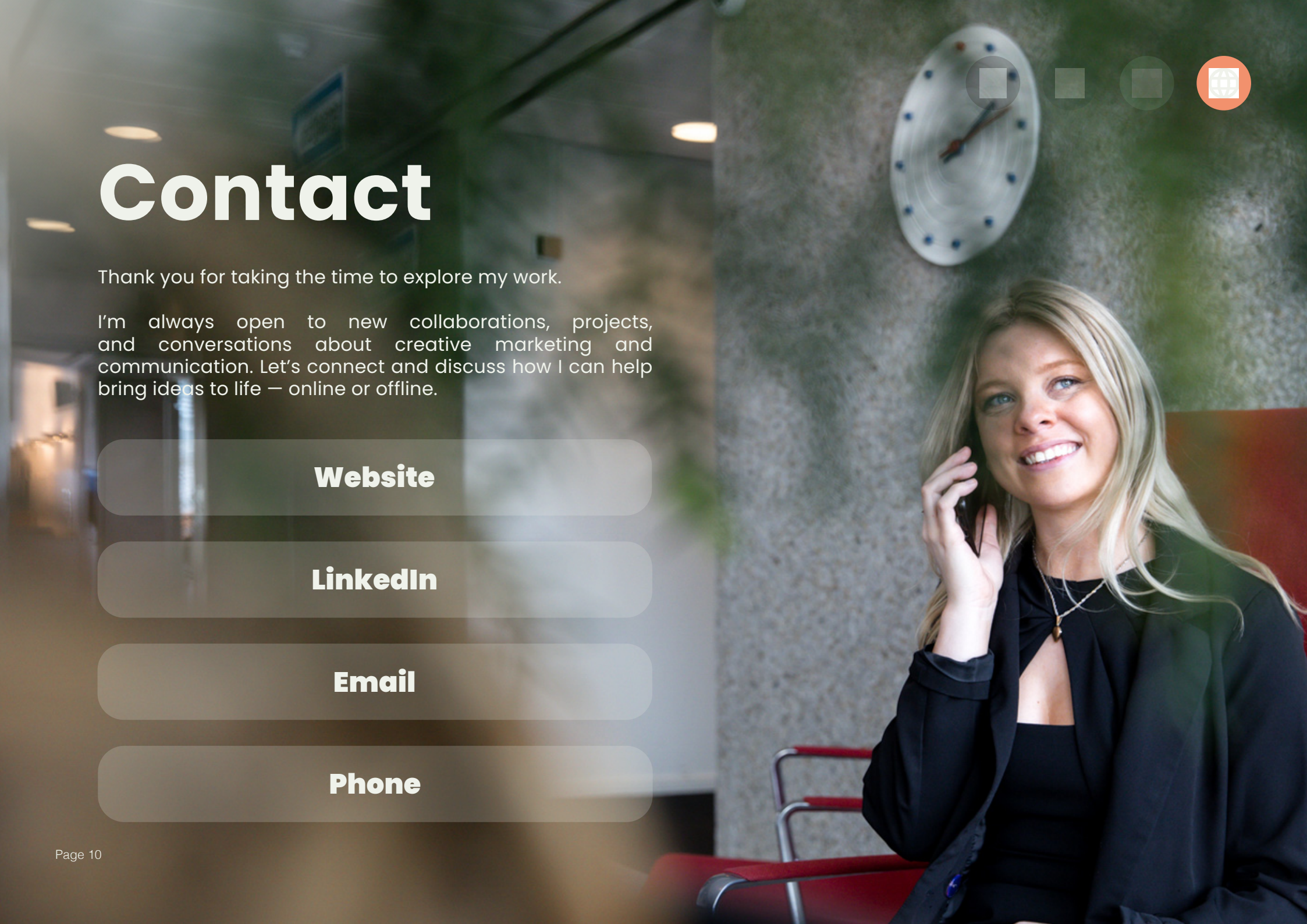
I'm always open to new collaborations, projects, and conversations about creative marketing and communication. Let's connect and discuss how I can help bring ideas to life — online or offline.

Website

LinkedIn

Email

Phone



2020 - 2025

Maja Helene Larsen