

# Pernille Eriksen

+44 (0)7931 961101

hellopernilleeriksen@gmail.com

For my detailed CV, please visit [linkedin.com/in/pernilleeriksen/](https://www.linkedin.com/in/pernilleeriksen/)

Portfolio: [pernilleeriksen.com](https://pernilleeriksen.com)

BA in Multimedia Journalism, University of Southern Denmark  
Graduate studies in American Studies, University of Southern Denmark  
Studies in Art Direction for Film at Central Saint Martins, London, UK

Bilingual proficiency in English and Danish

## Experienced Marketing and PR Specialist

- with a demonstrated history of working in the entertainment, culture and experience industries.

A Swiss army knife within marketing and public relations, skilled in content creation, publicity, production management, copywriting, art direction, event planning, and research, while working cross-functionally with many different teams and stakeholders, with tasks ranging from vision and strategy to operational implementation.

A self-starter and a strong storyteller, with an international mindset and a proven track record of managing projects on brief, on brand, and on budget, from idea to final delivery.

A quick-witted, entrepreneurial, and intellectually curious personality with strong analytical skills and a vivid imagination, combined with a desire for practical solutions.

Proactive and reliable, with a safe hand in managing business processes, from balancing expectations and scoping the task, to execution, final delivery, and follow-up.

An eloquent communicator with outstanding interpersonal skills.

Full of ideas, with the ability to see potential and possibility most everywhere.

## What other employers say about me:

"Thanks to Pernille's reliable and dedicated personality, I could always trust her with new and different projects, however large or small, knowing that she would always deliver top-notch creative, on time and on budget."

- *Nina Schuster // Senior Manager, Creative Services, The Walt Disney Company, London HQ*

"Pernille has greatly contributed to our outreach program and has been a very strong addition to our group by boosting our public image nationally and internationally, beyond my wildest expectations."

- *Francesco Sannino // Professor, Director of CP3-Origins, University of Southern Denmark*

"Her ability to take on many different roles is one of the reasons Pernille quickly went from a freelance to a full-time contract. She is inventive, independent and good at bringing ideas to life."

- *Christian Bové // Editor In Chief, TV 2 Denmark*

## Professional Experience and Education

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<b>Jan 2010 - present</b>	<b>Freelance Marketing &amp; PR   Content Producer   Publicist   Copywriter   Art Director   Illustrator - selected activities:</b>
Jan 2019 - Present	<b>Managing Editor</b>   Natureventyr
Jan 2017 - Oct 2018	<b>Creative Producer</b>   The Walt Disney Company
Nov 2016 - Dec 2016	<b>Researcher</b>   TV 2 Denmark
Jan 2016 - May 2016	<b>Assistant Production Manager</b>   Odense Theatre
July 2015	<b>Art Direction for Film</b>   Central Saint Martins
Sep 2014 - present	<b>Freelance Illustrator</b>   Pernille Eriksen LTD.
Jan 2014 – Jul 2014	<b>Creative Content Producer</b>   Odense Municipality
Aug 2013 – Aug 2014	<b>Publicity Manager</b>   CP3-Origins, Uni. of Southern Denmark
Nov 2011 – Jan 2013	<b>Multi-platform Journalist</b>   TV 2 Denmark
Jan 2011 – Sep 2011	<b>Marketing Consultant and Copywriter</b>   Cosmographic
Sep 2010 – Nov 2011	<b>MA in American Studies</b>   University of Southern Denmark
Jan 2010 – Dec 2012	<b>Narrator and Voice Artist</b>   Audioteket
Jan 2010 – Dec 2011	<b>Digital Editor in Chief</b>   Odense Municipality
April 2010 – June 2010	<b>Online Storytelling</b>   Danish School of Media and Journalism
Feb 2008 – Aug 2009	<b>Broadcast Journalist</b>   TV2 Denmark
Aug 2007 – Jan 2008	<b>Staff Writer</b>   Jysk Fynske Medier
Sep 2005 – Jan 2010	<b>BA in Multimedia Journalism</b>   University of Southern Denmark