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## EDUCATION

### Bachelor of Multimedia Design

IBA International Business College

2023 - 2025

### Bachelor of Science in Nursing

VIA University College

2016 - 2020

### STX College degree

Fredericia gymnasium - Media line

2011 - 2014

## EXPERTISE

Management

Web Design

Branding

Graphic Design

SEO

Marketing

Emergency nursing

Pediatric nursing

## LANGUAGE

Danish

English

German

# ANN-SOFIE HINDBORG

## ABOUT ME

I am a 29-year-old ambitious, caring, and passionate woman, living with my daughter in Fredericia, Denmark. I currently work as a marketing manager at Luli Lovespring ApS, a medium-sized company that owns three businesses: a webshop, stores in five cities across Denmark, and a B2B aftercare brand. In addition, I am studying full-time for a BA in Multimedia Design. I love developing new skills, motivating others, and fostering a safe, dynamic team environment. My previous profession as a registered nurse equipped me with strong leadership, responsibility, compassion, and ethical skills, but I also value and embrace my creativity in both my professional and personal life.

## WORK EXPERIENCE

○ July 2023- Present

Luli Lovespring aps | Fredericia

### Marketing Manager

Working full-time as a Marketing Manager and Staff Manager, I oversee a team of three employees in the marketing department and 20 employees across our stores and studios. I am also responsible for web design and branding. I am skilled in marketing strategy, economics, communication, and leadership.

○ 2022 - 2023

Luli Lovespring aps | Fredericia

### Social Media and Marketing specialist

Worked full-time as a Marketing Specialist and SoMe Manager for one year. Skilled in e-commerce, sales communication, SEO writing, and analysis. Experienced in content creation, including both photo and video. Proficient in email marketing, with expertise in both copywriting and visual structuring.

○ 2017 - 2022

Region midt | Herning and Holstebro hospital

### Registered nurse

Worked part-time for three years during my studies in home care, pediatrics, and general medicine. Full-time at M3 (general medicine) for two years. Served as Charge Nurse during afternoon and night shifts, responsible for overseeing nursing students. Skilled in emergency nursing, palliative care, pediatric care, and clinical skills. Trained in research and evidence-based practice, critical thinking, problem-solving, and leadership.

○ 2014 - 2019

H&M | Fredericia and Herning

### Sales assistant

Part-time Sales Assistant for 3.5 years during my studies and full-time for 1.5 years during my gap year. Responsible for two departments, including visual merchandising and sales analysis. Skilled in customer management, sales communication, visual merchandising, product knowledge, and teamwork.

## VOLUNTEER WORK

2011 - 2014 Red Cross | Korskærparken, Fredericia

Role model and homework helper at Project iLab, a volunteer group created by the Red Cross Denmark for children in socially challenged situations. I volunteered 2-3 days a month, assisting children with homework and providing mental support.