



# MICHAEL KIRKEGAARD

## HEAD OF GROWTH



Board Certificate  
Board Company



The Authority Site System 3.0  
Authority Hacker

## CONTACT



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Bagsværdvej 2800 Kgs. Lyngby



michaelkirkegaard.dk

## SKILLS

- Search Engine Optimization
- Google Ads Editor
- Facebook Business Manager
- Web Development
- Email Marketing
- Content Creation & Planning
- Project Management Tools
- Scaling businesses & Data Analysis

## EDUCATION

### BUSINESS ACADEMY (BASV)

Bachelor's Degree in Int. Marketing  
2017 - 2019

### INT. BUSINESS COLLEGE (IBC)

Freight Forwarder  
2014 - 2016

## PROFILE

I have +5 years of intense experience with digital marketing. SEO is my core competence. I have deeply engaged in various CMS and hands-on marketing disciplines such as PPC, Paid Social, and Email. I have a happy entrepreneurial spirit, and I love learning new things and combining my passions. An example of this is I made caminoking.dk to rank nr. 1 on Camino de Santiago on Google. Dedication makes dreams come true.

## EXPERIENCE

### HEAD OF GROWTH

ShapeNation - Fitness & Nutrition ApS  
2020 - Present

- Ecommerce Manager: 10 Shopify Stores
- SEO, SoMe, Ads, Branding, PIM
- Marketing Strategies & Budget Allocation
- Scrum & Project Management
- Human Resources & Onboarding

### SEO CONSULTANT

Nutimo Consult ApS  
2019 - 2020

- Organic Growth Strategies
- On-page & Off-page SEO
- Web Development
- Copywriting & Ghostwriting
- Countless SEO- & Marketing Software

