



Mads Emil Dalsgaard

Full-stack digital marketing professional with international experience as a founder, manager and advisor

+45 2560 2660

m@dsemil.com

madsemil.com

[linkedin.com/in/madsemil](https://www.linkedin.com/in/madsemil)

Google Analytics ●●●●○

Google Ads ●●●●●

Facebook Ads ●●●●●

SEO Technical ●●○○○

SEO Strategy ●●●●○

Email Marketing ●●●●●

CRM ●●●●●

Marketing Automation ●●●●●

Copywriting ●●●●●

Graphic Design ●●●○○

Videography ●●●●○

Video Editing ●●●○○

Motion Graphics ●○○○○

HTML / CSS ●●○○○

MS Office ●●●●○

Google Suite ●●●●●

Adobe CC ●●●○○

"Mads has certain depth that one needs to be CMO of a company with global ambitions. Besides being creative, he has one unique addition which not many marketing people have: the ability to introduce and manage processes."

*Kaidi Ruusalepp,
Founder & CEO of Funderbeam*

EXPERIENCE

CMO, Funderbeam | 2016 - 2020

Tallinn/Copenhagen

In this role, I also had the pleasure of learning first-hand how to put together a team, most importantly learning my own limitations, hiring people who are smarter than me, and letting them excel with minimal oversight and maximum freedom to exceed expectations.

My team managed to grow the platform from launch to more than 6.000 investors in +30 countries investing more than €10m. I first joined Funderbeam as a marketing specialist, but was trusted the role of CMO after 4 months.

Cofounder, Trunkbird (Now Burd) | 2014 - 2016

Copenhagen/Berlin

As Cofounder of TrunkBird, I was working with digital marketing, and value-creating partnerships. However, creating a project from scratch means working with everything from high-level strategy to fundraising to customer development.

My biggest learnings from running (and failing) a startup were to stay focused and keep a cool head even when everything is falling apart; asking for help; taking care of myself.

Digital Communication Specialist, Millward Brown | 2011-2014

Copenhagen

Responsible for developing, updating and maintaining external digital communication initiatives. This includes corporate blogging, updating social media channels and finding new ways of engaging existing and potential clients.

More experience: ma.dsemil.com/linkedin

EDUCATION

IT University of Copenhagen | 2013-2014 (Unfinished!)

Master of Science in Information Technology (M.Sc.), Digital Innovation & Management, Science and Technology Studies

I truly loved studying at the IT university. I felt like I wasn't going to school, but to a building full of smart people teaching me amazing things. However, I caught the founder-bug, and had to make the difficult choice of dropping out and chasing my startup-dreams in Berlin.

Relevant – finished – courses include:

- Navigating Complexity - Mapping, Visualization and Decision-making (Data)
- Foundations in IT Development (IT)
- Digital Innovation in Society (Change Management)
- Digital Technology and New Business Models (Business Development)

Copenhagen Business School | 2010 - 2013

Bachelor of Arts; Intercultural Market Communication & English

I graduated from Copenhagen Business school studying Culture, Communications, Marketing and Branding. I was mainly focused in marketing and branding, but also found great value in studying culture which I have later been able to apply when living and working across different countries. Studying at CBS also gave me basic knowledge of economics from which I have since benefitted tremendously.

I received the honours of being awarded as Student of the Year and Valedictorian.

REFERENCES

Funderbeam	Kaidi Ruusalepp, Founder & CEO	+372 528 6351 kaidi@funderbeam.com
	Björn Lapakko, Marketing Manager (in my team)	+1 (952) 215-1771 bjorn@lapakko.com
Trunkbird	Daniel Nyvang, cofounder & CEO	+45 2361 9916 daniel@bumble.vc
Millward Brown	Lars Kaa Andersen, Managing Director	+45 2680 9888 lars.andersen@millwardbrown.dk