



Karoline Lietzen

Agile Brand & Marketing Project Manager

📍 Manchester, UK

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Links

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Languages

Danish (Native)

German (Basic)

English (Native)

About

An Agile Brand & Marketing Project Manager who leads and delivers growth of brands on all levels – from strategy creation and implementation to campaign management. From planning new markets entries and brand campaigns to marketing strategy and brand management. With 6 years of solid experience in delivering strategic brand projects, 360 large scale campaigns on a global level that truly has moved the needle within the media, sports and entertainment industry.

BRANDS WORKED WITH

Dizplai

Nordic Entertainment Group

Viaplay Group

Experience



● Marketing Manager

Dizplai | Aug 2022 - Dec 2022

Directing Dizplai's strategic business and marketing shift which resulted in delivering a full-scope marketing and brand strategy, a go-to-market plan and a 3-year business shift strategy

Representing the business at several international creative and broadcast conferences together with the Managing Director meeting and presenting to senior industry stakeholders

Line managing a Digital Marketing officer and a Graphics Designer

Creating and implementing a Tone of Voice, Brand Manifesto and Brand Strategy

Writing and submitting several awards entries together with Sky Sports and BT Sport



● Brand Project Manager

Viaplay Group | Jun 2020 - Aug 2022

Initiated, drove and optimised brand building projects across 8 markets by leading local market agency selection to deliver campaigns, using data to inform strategies to increase brand awareness and refreshing brand design to visually own brand cues within the streaming industry. My initiatives have caused the brand to overtake Netflix subscribers in the Nordic markets and further challenge the American streaming giants in 5 European markets

Managing a £2.1 million budget for which I assign and plan quarterly Brand activations and campaigns for 5 markets in close partnership with the International Marketing & commercial team

Project lead on a £3.2 million market expansion campaign for a Netherlands streaming service featuring F1 driver Max Verstappen. Successfully hired and managed the creative agency, an in-house team of 7 and Max Verstappen's team resulting in an explosive D2C launch with sales above industry benchmark

Owning and leading the creation and implementation of the brand guidelines, marketing message hierarchies and communication strategies. Created a brand asset management website which increased brand identity and communication touch points

Supporting the VP of Brands and CMO in analytics and market research optimising brand performance in all markets. Initiated several studies which resulted in owning the colour yellow in one market and a new strategic positioning in another market

Advise on and write internal marketing briefs and external agency pitches ensuring that all campaigns, touch points and teams are aligned and follows with the brand's KPIs and strategy



- **Brand Project Manager, Jr**

Viaplay Group | Aug 2019 - Jun 2020

Project lead on the re-brand of 25 sports TV-channels across 4 European markets, successfully managing and allocating a budget of £1 million and delivering the re-brand before agreed deadline

Strategic project lead of implementing major transition strategy of 11TV channels owning the life cycle of the strategy and product successfully. Key point contact for external and internal stakeholders

Writing briefs, briefing and providing feedback to senior designers and creatives on a daily basis on the development of brand and marketing assets

Conducting market research to feed into the brand strategy which I delivered in cooperation with the VP of brands and CMO

Owning the role of being the internal brand and strategy guardian of a portfolio consisting of 16 consumer brands ensuring the strategy was followed across all functions

- **Production Assistant**

Nordic Entertainment Group | Dec 2017 - Aug 2019

Managed the day-to-day post production responsibilities for a sports TV-channel called TV3 MAX in partnership with the creative director, creative producers and graphic designers ensuring that the marketing brief and KPI's were met throughout the production

Edited commercials and Social Media clips and posts using Premiere Pro and After Effects for multiple TV-channels and a streaming service

Co-planned several internal photo shoots and assisted in all aspects of the creative process from pre-planning to delivery

Education & Training

2020 - 2020

- **Knowledge Academy**

Agile Project Management, Agile Project Management

2014 - 2017

- **University of Southern Denmark - SDU**

Bachelor, BA, Media Science, Branding, Marketing and Communications,