Anders Rysgaard

MARKETING & COMMUNICATIONS · CONTENT PRODUCER · PHOTOGRAPHER

PROFILE

Marketing and communications specialist working where strategy meets visual craft. I lead marketing for Nordic brands, coordinate across departments, and produce the content myself — from campaign concept to finished image. Dedicated, loyal and collaborative, with a firm belief that open dialogue solves most problems.

> PERSONALLY
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> Dedicated, loyal and outgoing, I thrive where management and staff work closely together. Communicative by nature and a firm believer that open dialogue solves most problems — and a keen cyclist when I'm off the clock.

EXPERIENCE

CURRENT — RETAINER

Marketing Specialist DECPT

Marketing strategy and execution at the intersection of technology, defence and design — communication, positioning, content, community and brand development for DECPT and its flagship solution, Camofoil.

PREVIOUS

Marketing Specialist ByAulum

Ran social media, content strategy, community management and influencer relations for a Danish furniture manufacturer with 75+ years of heritage in modular, high-quality furniture.

Digital Marketing & Social Media GoodLife

Strengthened brand presence across social; content, community and daily collaboration with the digital agency, online and offline.

Online Marketing Manager Rubio Monocoat

Ran the online community across Northern Europe (DK, SE, NO, FI, DE, AT, CH) — 14 social channels, brand ambassadors and strategy refined through interaction analysis.

Interim Head of Marketing JKE Design Nordic

Optimised strategy from day one and ran campaigns across DK, SE and NO in print, digital and social.

Interim Head of Marketing Trip Trap WoodCare & WOCA Denmark

Strengthened the digital platform, produced video and photo content, and served as PA to the CEO.

Project Manager Canett Furniture & ABC Reoler

Managed a smooth post-acquisition transition with stable factory operations and continuity.

Head of Marketing & PR Centerplan Commerce

Group-level responsibility keeping subsidiaries aligned to a shared vision across DK and SE.

TV Producer, Videographer & Still Photographer Kanal2, TV2 & Formula 1

Creative TV production leading into accredited Formula 1 photography and ongoing content work.

REFERENCE

"Anders is a hardworking, loyal professional with a strong eye for detail — excellent as a coordinator, project manager and content producer. He stepped in at short notice on several occasions and strengthened our marketing across a number of companies. I recommend him highly."

CLAUS NØRGAARD · GROUP CEO, TOP-LINE A/S

CONTACT

EMAIL
anders@rysgaard.com

PHONE
+45 60 80 02 02

LINKEDIN
linkedin.com/in/andersrysgaard

WEBSITE
rysgaard.com

BASE
Taarbæk, Denmark

CORE COMPETENCIES

- Marketing & strategy
- Brand & positioning
- Social media (organic & paid)
- Community & influencer relations
- Photography & aerial
- Content & production
- Project management
- Advisory & training

CERTIFICATIONS

Certified drone pilot

LANGUAGES

Danish — native

English — professional

PORTFOLIO

rysgaard.com