




# Josefine Older Steffensen

Communication Specialist |  
Copywriter | Content Creator |  
Editor

 Copenhagen, Denmark

 Josefine Older is **Available to work**

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## Links

 [LinkedIn](#)

## Work Preference

Location: Open to relocate

Pattern: Open to Full time or Part time work

Employment: Freelance Assignments,  
Hourly Consulting, Permanent Positions

## Skills

Copywriting (Advanced)

Web Content Writing (Advanced)

Content Marketing (Advanced)

Content Strategy (Advanced)

Tone Of Voice (Advanced)

Digital Copywriting (Advanced)

Content Development (Advanced)

Marketing Copy (Advanced)

Writing (Advanced)

Proofreading (Advanced)

Editing (Advanced)

Copy Editing (Advanced)

## About

I'm a Communication Specialist with 8 years of wide-ranging experience as an Editor, Copywriter, Content Creator, Communication Consultant, Journalist and Media Analyst.

### BRANDS WORKED WITH

Apple

Bookatable by Michelin

Brandwatch

Conaxess Trade

Deranged

KAYAK

MediaBrief

Quill Content

Scan Magazine

WaveMetrix

## Experience



### Localiser & Copywriter

KAYAK | Oct 2022 - Now

Localisation and copywriting for KAYAK.dk and momondo.dk Copy for websites, blogs, FAQs, SEO, e-mail and newsletters



### Digital Communication Consultant

Conaxess Trade | Jun 2021 - Now

In charge of internal and external communication for the Conaxess Trade Group. Implementing and developing ESG policy across the group, including writing policy documentation. Managing LinkedIn team and building strategy - 40% follower growth in 12 months. Creating communication strategy with CEOs, developing company video and updating websites.



### Editor

Apple | Aug 2019 - Now

Working in close collaboration with a creative director to transcreate content for Danish market. Editing all types of content for Apple.dk, in-store copy and Danish language for products. Ensuring perfect grammar and adherence to brand guidelines.



### Editor

Quill Content | Apr 2019 - Now

Editing and writing content for brands such as Nike, Zalando and Bilbasen. Adding in SEO keywords when necessary and aligning with brand guidelines. Providing feedback to writers continually to ensure high standards were maintained.



### Senior Media Analyst & Validator

Brandwatch | Dec 2015 - Now

Validating Danish and English social media content and customer feedback. Collecting and evaluating data using Brandwatch's platform and Boolean searches. Training new validators to use the platform.

### Content Creator

Deranged | Jan 2020 - Jun 2021

Writing blog posts and content for the website of deranged, a software start-up. Interviewing customers to write case studies. Collaborating with freelance artists to create artwork for the website.



### Journalist

MediaBrief | Nov 2020 - Jun 2021

Reporting daily economic and political news from Denmark to the EU Commission. In charge of delivering the Danish news perspective using

Danish (Advanced)

English (Advanced)

Grammar (Advanced)

Localization (Advanced)

SEO Copywriting (Advanced)

## Languages

Danish (Fluent)

English (Fluent)

Norwegian (Basic)

Swedish (Basic)

short and precise communication. Working with short deadlines and quick turnaround times.



### ● Copywriter

Bookatable by Michelin | May 2018 - Dec 2020

Creating newsletters for the Danish market to promote restaurant offers. Optimising website content using SEO. Working with editorial team to create new content for Danish market.



### ● Market Analyst

WaveMetrix | Dec 2015 - Dec 2020

Analysing Danish consumer feedback for brands including LEGO and DSV. Coding consumer feedback to send to client. Ensuring resellers were applying correct branding and wording on products.



### ● Copywriter

Scan Magazine | Jun 2014 - Jun 2021

Interviewing Danish clients both in person and over the phone before writing articles in English. Sourcing images from clients and collaborating with the editor. Scan Magazine is available on 23 separate airlines and in 975 four- and five-star hotels.

## Education & Training

2017 - 2019

### ● University of Copenhagen

Masters, MA Cognition and Communication

2012 - 2015

### ● University of Bristol

Bachelor of Science, Geography

2003 - 2012

### ● The European School Culham

European Baccalaureate, European Baccalaureate