

Nanna Holmstrup

Product Manager and Project Manager

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Profile

In the realm of product management, my diverse experience spans start-ups and higher education. As a product manager, my passion for research fuels my expertise in shaping product identity, implementing feedback structures, and conducting thorough competitor analyses. I thrive in organizational roles, leveraging strong project management skills, effective communication, and critical thinking to drive positive outcomes.

Experience

Product and Founders Associate | bestselfy | Germany

September 2023 - Present

- Work with Head of Product on defining product identity.
- Product marketing conceptualization and actively contributed to creative content creation.
- Collaborated in the development of a feedback structure aimed at continuous product enhancement.
- Systematically examined participant assessment data through data analysis techniques to extract relevant information.
- Performed in-depth competitor analysis to aid the company in shaping and refining the product identity.
- Established an organized structure for filing and implemented standardized naming conventions.
- Edited promotional videos using Canva, focusing on the founder's advice for cultivating a positive leadership culture within companies.
- Conducted a thorough linguistic analysis to determine the languages employed in marketing materials, both for competitors and bestselfy itself.
- Create self-assessments for participants before, designed to provide valuable insights into their progress and experiences throughout the program.

Bike Guide | Berlin on Bike - Radtouren & Verleih Bike Guide | Germany

February 2023 – Present

- Crafted captivating and compelling historical narratives to enrich the biking experience for participants.
- Maintained a vigilant oversight to uphold customer satisfaction and prioritize the physical safety of participants on the road.
- Established meaningful connections by communicating and engaging with a broad spectrum of customers hailing from various backgrounds and countries.

- Led and conducted over 100 tours during the summer season of 2023, showcasing an impressive level of activity and commitment.
- Proactively addressed and managed the expectations of guests, contributing to a smooth and enjoyable biking journey.

Brand and Content Creator | Freelance | Denmark, Germany

April 2022 – Present

Godbalance.nu | Denmark

December 2022 – Present

- Undertake in-depth market and competitor research to gain insights into industry dynamics and assess competitive landscapes.
- Lead the initiative to conceptualize and redesign the website, aiming for a more modern and user-friendly interface.
- Develop content for both Facebook and LinkedIn, achieving a substantial 43% increase in combined engagement levels.
- Formulated a fresh and contemporary brand identity, aligning it strategically with current market trends and the preferences of the target audience.

JesWeCan APS | Denmark

April 2022 – January 2023

- Undertook the redesign of the website and produced a service catalogue to effectively showcase the array of services.
- Facilitated communication with local business councils and expanded their professional network.
- Formulated a strategic brand approach and crafted compelling social media content, contributing to a substantial 74% growth in the overall following.

Product and Operations Associate | the bina school | Germany

August 2022 - December 2022

- Formulated and implemented structures for recruitment and onboarding, contributing to increased employee retention and a seamless onboarding experience.
- Initiated a cultural transformation in a remote-first organization, cultivating a positive and inclusive workplace atmosphere.
- Introduced an Agile working structure for product development, enhancing collaboration and efficiency across teams.
- Conducted extensive research on over 300 VC's and angel investors, facilitating strategic partnerships and investment opportunities.
- Established a buddy program for new employees, fostering integration, and support during their initial phases of employment.
- Played a pivotal role in ensuring legal compliance and facilitating the accreditation process.
- Streamlined operations by organizing the company's cloud drive, resulting in a more efficient salary payment process.

Interim Operations Associate | Opna (formerly SALT Climate Tech) | Germany

May 2022 – July 2022

- Implemented an effective onboarding and recruitment process, enhancing the candidate experience for new hires.
- Spearheaded external communications with banks, insurance entities, and stakeholders, significantly influencing the attainment of office space and essential business ties in both English and German.
- Executed a detailed master's sponsorship program, establishing meaningful connections between academic institutions, researchers, and students.
- Supported various operational activities, including HR support, intern supervising, and content creation.

Assistant to the Director of the Office of Global Engagement | Berliner Hochschule für Technik (BHT) | Germany

February 2021 – April 2022

- Oversaw the onboarding process for the incoming cohort of 64 students enrolled in Erasmus+ and international exchange programs.
- Conducted research on established guidelines for the Office for International Engagement to adhere to the Erasmus Without Paper initiative.
- Facilitated the orientation of professors in their roles as international coordinators for Erasmus Without Papers, producing comprehensive manuals and support resources. #
- Designed the website for the ELBA (Experiential Learning Berlin-America) using typo3.
- Implemented continuous updates to maintain the relevance and accuracy of information on the Office of International Engagements' website, with typo3 and HTML.

Tour Guide | BigBus Berlin | Germany

July 2019 – March 2020

Language Specialist and Combat Moderator | CRISP Thinking | United Kingdom

August 2018 – October 2019

Lead International Ambassador | Leeds Beckett University – International Office | United Kingdom

September 2018 – July 2019

Student Outreach Ambassador | Leeds Beckett University | United Kingdom

October 2017 – July 2019

Education

Berlin School of Economics and Law (HWR) - MA, Political Economy of European Integration

Leeds Beckett University - BA, International Relations and Peace Studies (Hons)

Skills

HubSpot, Notion, Google Suite, MS Office, Web design: WordPress, typo3, HTML, one.com, Canva, Quantitative and qualitative research, Agile, Academic and market research.

Abilities

Critical thinking, Product management, Brand Management, Copy Writing, constructive use of generative AI, Communication, Storytelling, Organization, Project management, Time management.

Languages

Danish (Native or Bilingual)

English (Native or Bilingual)

German (Professional Working)

Spanish (Elementary)

Norwegian (Understanding and Reading)

Swedish (Understanding and Reading)

Certifications

Careerfoundry - Product Management (08.2023)

Careerfoundry - Product Management Immersion (08.2023)

Careerfoundry - Intro to Product Management (04.2023)

Program BID Project Management for Development Humanitarian (10.2021)

Response to Conflict and Disaster (05.2020)

Honors and Awards

Shortlisted - Society Personality of the Year

Shortlisted - Student Voice Award

Leeds Beckett University - Business Networking Symposium