



Maria Copilau

UX Design & Digital Marketing

User Experience Designer & Digital Marketing Specialist with more than 3 years of experience in the digital field, having worked within biotech, SaaS, agriculture and E-commerce industries.

I hold a BA degree in Digital Concept Development and Marketing Management from Business Academy Aarhus. I'm currently looking for a new job where I can apply my skills and bring value to your company. I enjoy conducting user research, analysing data, designing user-friendly digital concepts and creating marketing campaigns.

Contact

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Portfolio: mariacopilau.com

Permanent Danish residency

Skills

SEO (technical SEO, copywriting, keyword optimization, link building)

Email Marketing (MailChimp, Active Campaign, SendGrid)

UX Research & UX Design

(Figma, Adobe XD, Miro, Maze)

Project Management (Azure DevOps, Jira, Asana)

Graphic Design (Adobe Illustrator, Adobe InDesign, Procreate)

CMS: WordPress, Umbraco

HTML & CSS (basic knowledge)

Languages: English, Danish, Romanian

Work Experience

Colourbox ApS – UX Designer & Ecommerce Specialist

APR 2022 – MAY 2023 | ODENSE, DENMARK

Optimizing the E-commerce experience on colourbox.com:

- conducting user research & gathering user insights
- creating dashboards to visualise the user behaviour (Analytics)
- mapping out the customer journey and optimising it
- improving the Ecommerce user experience on the website
- designing marketing campaigns and digital concepts
- developing new features based on user insights
- conducting usability testing to identify user pains
- testing features before they went live
- successfully collaborating with development
- creating targeted email campaigns
- monitoring relevant KPIs and reporting to stakeholders

Morningscore – Digital Marketing & UX intern

AUG 2021 – OCT 2021 | ODENSE, DENMARK

During my internship at Morningscore, I had the chance to:

- specialize in SEO: content writing, search analysis, link building
- conduct customer research and synthesize data into insights

Why should you hire me?

You'll gain an enthusiastic, **user-oriented** person on your team. I'm a firm believer that **teamwork** is essential for brainstorming and for creating outstanding campaigns and digital products.

That's why I **value collaboration, curiosity, and a friendly work environment**. I work in a structured yet flexible manner, easily shifting my focus from a project/task to another.

I am a **creative**, yet **analytical person**, and I thrive working in a multidisciplinary team. I am **open-minded**, and I have successfully worked with people from different cultures.

Personal interests

In my spare time, I enjoy traveling and exploring the Danish outdoors. I also have a collection of plants to take care of – a passion cultivated since I worked as a greenhouse gardener.

Reading, painting, running, spending time with friends, and finding little treasures at the Sunday flea market are some of the things that bring me joy.

- Romanian
- lived in Denmark since 2013
- 28 years old, married
- a former greenhouse gardener 🌿

- create ads with Facebook Ads and Google Ads
- analyze and optimise the user experience on the website
- design graphics in Adobe Illustrator for SoMe and blog posts

PentaBase – Digital Marketing Assistant

JAN 2020 – JUNE 2020 | ODENSE, DENMARK

My tasks at this biotech company included:

- designing online and offline marketing content
- maintaining and improving the website (UX & UI)
- planning and implementing PentaBase's digital transformation
- working with SoMe, Email Marketing & setting up a CRM
- conducting market research in Europe and Asia

Rosa Danica A/S (BioSund) – Marketing Assistant

JUL 2019 – DEC 2019 | MARSLEV, DENMARK

I created the digital presence for the new brand BioSund:

- designed and developed the website in WordPress
- designed the logo and created the design branding manual
- created marketing content (brochures, flyers, etc.)
- participated at trade fairs to promote the brand

Plantorama A/S – Sales Assistant & Greenhouse Gardener

NOV 2017 – NOV 2019 | ODENSE, DENMARK

I worked as a sales assistant and gardener in the indoor plants department. My tasks included taking care of plants, creating a visually appealing customer experience, and talking in Danish with customers who requested my advice regarding plants. I had the chance to improve my communication and people skills, and I realized that I want to pursue a career in marketing.

Nældebakken Gartneriet – Greenhouse Gardener

SEP 2013 – MAR 2017 | ODENSE, DENMARK

This was my first job in Denmark. Working in a greenhouse implies a fast-paced environment, and collaborating with colleagues from different cultural backgrounds. Daily tasks included activities within plant production, packaging, and sales.

Education

Business Academy Aarhus – Digital Concept Development

AUG 2020 – FEB 2022 | AARHUS, DENMARK

I studied UX Research, UX Design, Digital Marketing and E-commerce at Business Academy Aarhus, as part of the Digital Concept Development Bachelor Program.

University College Lillebælt – Marketing Management

SEP 2018 – JUN 2020, ODENSE. DENMARK

This Academy Profession education provided me with knowledge and practical skills within Marketing, Sales, Danish Business Law, Economics, Statistics, and Digital Marketing.

Kold College – Greenhouse Gardener Education

SEP 2013 – MAR 2017, ODENSE

This Greenhouse Gardener study program was designed to help me become a greenhouse gardener, but it also included subjects like Marketing, Biology, and Chemistry.

Economic-Administrative High School – Baccalaureate Diploma

SEP 2009 – JUN 2013 | PIATRA NEAMT, ROMANIA

My focus was on learning Maths, Economics, Marketing, and Psychology.

Courses and Certifications

HF & VUC FYN – Prøvebevis FVU-dansk, trin 4

9. Juli 2021, ODENSE

Interaction Design Foundation – User Experience

March 2021. Credential ID 98706

Google Digital Garage – The Fundamentals of Digital Marketing Certification Exam

March 2021. Credential ID ES9 NLR FFK

How could I add value to your team?

People, culture, and technology have always interested me, and I find human behavior fascinating. With a **passion for digital marketing and UX design**, I have developed several digital concepts during my education, internships, and former workplaces.

I am a **creative**, yet **analytical person**, and I thrive working in a multidisciplinary team. During my studies, I collaborated successfully with people from different backgrounds. I worked on a variety of projects where I applied the agile methodology and held the role of **project manager**.

I am an **open-minded person**, and I tend to analyze a problem from multiple angles to find the right solution. I am a **team player**, and I use empathy to understand other people's situations and mental models. I have successfully worked with people from different cultures.

My colleagues describe me as an **empathic, motivated, and hardworking person**:

"You know those rare people who come in and start providing value in a team from day one?

That's how I got to know Maria during our time together at Morningscore. She contributed with insightful UX feedback about our SEO tool and our new website - and that's just icing on the cake of her main tasks in marketing, which were about content creation for our blog and company profiles on social media.

Personally, I got to know Maria as a wonderfully warm and empathetic colleague who is very observant and caring of how the people around her are doing. I've enjoyed working with Maria, and I'm happy to give her my best and most sincere recommendation." (Merete Bjerrum, Communications and Marketing at Morningscore)

"Maria played a large part in translating the scientific results into understandable marketing material and in a large digitalisation transformation. She was involved in the process of understanding our customers and their travel through our home page and information systems to orders. Maria was a very valued and hardworking colleague. In Maria you will get a talented and gifted worker, with high ambitions and motivation to prove her worth. I can highly recommend her and congratulate you for her showing interest in working with you." (Ulf Bech Christensen, CEO at PentaBase)