

LOUISE BRANDSTRUP ZASTROW



• PROFILE •

I am 37 years old, living on Amager, Copenhagen. I have been working within external and internal communications, branding strategy and design for the last 12 years both as a manager and creative, mostly with high-end design and gastronomy. Privately I'm married to Thomas, who's a visual artist & graphic designer. Together we have our daughter, Bea who's 3,5 years old. My hobby is food - to cook it, read about it and to eat! Traveling is my passion! For the body and mind, I do pilates, or at least I try to make time and the occasional yoga class:-)

• EXPERIENCE •

OWNER & CREATIVE STRATEGIST, DOT THE I, 2011 -

Independent consultant solving tasks on both operational and strategic level for a handful of selected clients, primarily as a strategic advisor to decision makers regarding: Creative Direction, Concept development, Product & Design Management, Brand & Communication Strategy, Copy & Editorial work

Selected Clients: GUBI, Mielcke & Hurtigkarl, Viction Workshop, Kosmos Living, Det Kgl. Danske Haveselskab - Lokaler & Events, Kraes Agency - see alwaysdotthei.com

EXTERNAL REVIEWER, MINISTRY OF HIGHER EDUCATION, 2014 -

Appointed as External Reviewer for The International and Danish education programmes of Multimedia Design, Design & Business, E-Concept Development and Design, Technology & Business

Louise Brandstrup Zastrow • Communications, Brand, Strategy & Creative Direction
+4526283003 • mail@alwaysdotthei.com • alwaysdotthei.com
Norgesgade 50, 2.tv • 2300 Copenhagen • Denmark

FOUNDER, TRAVEL KOLLEKT, 2016 -

A personal travel guide and self publishing platform that aims to redefine how we use travel guides and content. Currently in private beta.

CREATIVE ADVISOR (FREELANCE), MIELCKE & HURTIGKARL, 2011 - 2018

Responsible for communications/visual strategy plus strategic/creative sparring on business and interior.

STRATEGY & COMMUNICATIONS DIRECTOR (FREELANCE), ADORNO - 2017

Responsible for defining the brand dna, product & design strategy plus launch strategy,

CO-CURATOR & WRITER (FREELANCE), VICTION WORKSHOP, 2015 - 2016

Co-curator & Writer on two publications from Hong.Kong based publisher Victionary. CITIX60 - Copenhagen and CITIXFamily - Copenhagen.

AMBASSADOR SCOUT (FREELANCE), MONOQI, 2013 - 2014

Design scout for German design online retailer, scouted new designers and curated product selections from Scandinavian brands.

CREATIVE DIRECTOR - BRAND & COMMUNICATION, GUBI A/S – 2012 - 2013

My main task was to define & build a new brand DNA for GUBI and develop a new design, communication & product launch strategy - also in charge of all areas of communication, press, marketing & online media for all channels incl. retail.

MARKET RELATIONS MANAGER, FRITZ HANSEN A/S – 2010-2011

Communications Responsible for all channels related to the professional market (A&D). Responsible for new product launches and all related materials.

INTERNATIONAL PRODUCT MANAGER, FRITZ HANSEN A/S – 2008-2010

Responsible for new product launches and all related materials. Part of a core-team that handled some of the most succesfull product launches in the companys recent history.

OTHER RELEVANT EXPERIENCE

Contributing Writer SOME Magazine, SHIFT City Guides, Trend Spotter at tw:in - Trendwatching, GenY Panelist at Copenhagen Institute for Future Studies.

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• EDUCATION •

ONLINE COMMUNICATIONS,

QUADRIGA, BERLIN - 2011

BA MARKET COMMUNICATIONS

COPENHAGEN BUSINESS SCHOOL, COPENHAGEN - 2006

BA, MEDIA PRODUCTION & MANAGEMENT

SPECIALIZATION: MARKETING STRATEGY & COMMUNICATION

DENMARKS SCHOOL OF MEDIA & JOURNALISM (PREV. THE GRAPHIC ARTS INSTITUTE OF DENMARK), COPENHAGEN - 2003-2006

AP, MULTIMEDIA DESIGN

SPECIALIZATION: CONCEPT DEVELOPMENT & MARKET COMMUNICATIONS

COPENHAGEN BUSINESS ACADEMY, PREV. LYNGBY UDDANNELSESCENTER, COPENHAGEN – 2001-2003

• SKILLS •

Brand Strategy, Concept development, Communication & Launch Strategy, Creative Direction, Customer Relations Management, Design Management, Idea & Concept Development, Market Communication Strategy, Product Management, Product Development, Project Management, Public Relations, Social Media Marketing, Web - & Graphic Design

Keynote, Numbers, Pages, Word, PowerPoint, Excel, Adobe: Acrobat, Photoshop & Illustrator, Twitter, Facebook, Instagram, Wordpress, CMS systems, Mailchimp

Danish (Native), English (Bilingual proficiency) Japanese (Elementary proficiency)

• REFERENCES •

Sanne Esseveld, Global Editorial Content Team Leader, IKEA Group

David Rosenkvist, Director - Brand & Communication, Louis Poulsen
(dor@louis Poulsen.dk)

Christian Grosen Rasmussen, Director - Design & Product Development, Muuto
(cg@muuto.com)

Stine Laurberg, Urban Planner & Partner, Actiontank (actiontank.dk)

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