

# LOUISE BRANDSTRUP ZASTROW

+45 26283003 • [MAIL@ALWAYS DOT THEI.COM](mailto:MAIL@ALWAYS DOT THEI.COM) • [ALWAYS DOT THEI.COM](http://ALWAYS DOT THEI.COM)



## • PROFILE •

I am 38 years old, living on Amager, Copenhagen. I have been working within project and product management, communication, branding, research and creative for the last 15 years both as a manager and creative, mostly with travel & tourism, high-end design and gastronomy. Privately I'm married to Thomas, who's a Steiner / Waldorf school teacher & a visual artist. Together we have our daughter, Bea who's 4,5 years old. My hobby is food - to cook it, read about it and to eat! Traveling is my passion so much that I've started my own company around it! For the body and mind, I just completed a course in medicinal qi-gong, level 1:-)

## • EXPERIENCE •

FOUNDER, TRAVEL KOLLEKT, 2016 -

A personal travel guide and self publishing platform that aims to redefine how we use travel guides, create accessibility to responsible travel and create more presence in our journeys, hence better memories. Travel Kollekt is an alumni of the International, acclaimed Next Media Accelerator. We are also supported by Wonderful Copenhagen through TourismX, an innovation travel-tech programme. Most recently we have been featured by WEgate - the European Gateway for Women's entrepreneurship and Business Punk Magazine as the "best Innovation since the Lonely Planet". Also selected as one of the top female entrepreneurs in Copenhagen by the European Young Innovators Forum.

Louise Brandstrup Zastrow • Entrepreneurship, Brand, Projects, Strategy & Creative Direction

+4526283003 • [mail@alwaysdotthei.com](mailto:mail@alwaysdotthei.com) • [alwaysdotthei.com](http://alwaysdotthei.com)

Norgesgade 50, 2.tv • 2300 Copenhagen • Denmark

OWNER & CREATIVE STRATEGIST, DOT THE I, 2011 -

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

Selected Clients: GUBI, Mielcke & Hurtigkarl, Kosmos Living, Det Kgl. Danske Haveselskab - Lokaler & Events, Kraes Agency - see [alwaysdotthei.com](http://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.

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

Responsible for communications/visual strategy plus strategic/creative sparring on business and interior. Project Manager/Chief Editor on Cookbook "Metamorphosis".

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, Researcher & Writer on two publications from Hong Kong based publisher Victionary. CITIx60 - Copenhagen and CITIxFamily - Copenhagen.

AMBASSADOR SCOUT (FREELANCE), MONOQI, 2013 - 2014

Researcher and 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.

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, market reports, presentations, events and all relevant materials. Also responsible for all research and analysis conducted towards the market, incl the reporting and data collection.

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

Responsible for new product launches, market reports, presentations, events and all relevant materials. Part of a core-team that handled some of the most successful product launches in the company's recent history.

**OTHER RELEVANT EXPERIENCE**

Research Manager at Catinét - both qualitative and quantitative studies managed and conducted, Contributing Writer SOMA Magazine, SHIFT City Guides Japan, Trend Spotter at tw:in - Trendwatching, GenY Panelist at Copenhagen Institute for Future Studies.

**• EDUCATION •**

**SCIENCE OF GASTRONOMY,**  
COURSERA, ONLINE - 2013

**ONLINE COMMUNICATIONS,**  
QUADRIGA, BERLIN - 2011

**BA MARKET COMMUNICATIONS**  
COPENHAGEN BUSINESS SCHOOL, COPENHAGEN - 2006

**• EDUCATION, CONT. •**

**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, Research (both qualitative & quantitative) 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 •

Louise Juhl, Director - Marketing & Communications, Copenhagen Capacity,  
([ljb@copcap.com](mailto:ljb@copcap.com))

David Obel Rosenkvist, Director - Brand & Communication, Louis Poulsen  
([dor@louis Poulsen.dk](mailto:dor@louis Poulsen.dk))

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

Stine Laurberg, Hansen, Architect & Urban Planner, Københavns Kommune,  
([stine@actiontank.dk](mailto:stine@actiontank.dk))