METTE HOLBÆK

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DIRECTOR OF COMMUNICATIONS

COMMUNICATION STRATEGY · SCIENTIFIC BRAND MANAGEMENT · EXTERNAL RELATIONS

An experienced communications professional, bringing diverse expertise in strategic leadership, brand management and audience engagement to help clients and collaborators achieve their goals. Proven track record of creating impactful communications and content strategies for clients across industries, including private companies, science communication initiatives and brands. Executive experience from the largest publishing houses in the country and specialised in combining client objectives and the everyday needs of the audience. Problem-solver with entrepreneurial vision and big-picture mindset.

SIGNATURE STRENGTHS

Communications & Marketing	**Social Media Strategies**	**Content Development**
Strategic Leadership	**Digital Marketing**	**Public Speaking**
Public Relations	**Storytelling**	**Publishing**

PROFESSIONAL HIGHLIGHTS

- Founded and built dynamic niche publisher, nurturing female nonfiction writers, positioning firm for purchase by Rosinante & Co., a subsidiary of Gyldendal Publishing Group.
- Launched top ranking scientific podcast in Denmark – *Videnskab fra vilde hjerner* – hosting top Danish scientists in celebration of United Nations' International Year of Basic Science.
- Disrupted Danish magazine market launching a pioneering brand that became category leader (10+ yrs).

PROFESSIONAL EXPERIENCE

Videnskabsår22 with Prof. Anja C. Andersen **2022 – 2023**
PROGRAMME MANAGER
National contribution to the UN-initiative International Year of Basic Sciences for Sustainable Development

Sought out by organisation to create inventive content, increasing social media following and improving brand recognition. Build all communication strategies from the ground up, securing recognition and accolades by industry leaders and media outlets. Served as a cross-functional leader and strategist, creating team to pursue program delivery. Restructured internal organization and program offering to support ambitious growth plan.

- Promoted the themes of the Danish Year of Science 2022 at cultural events across the country, securing main stages to speak directly to the population.
- Launched signature podcast, hosting 30+ of Denmark's top scientists, and rapidly becoming one of Denmarks top streamed scientific podcast.
- Maximized effect of social media channels, our science-related messaging reaching every 10th Dane over 13y through collab with digital marketing agency, engagement rates well higher than average (6x on Instagram, 132x on Facebook) within the first 9 months.
- Managed technical subcontractors, setting parameters and best practices to ensure quality.

Forlaget People's **2019 – 2022**
NON-FICTION PRODUCER
Contracted to publishing house People's through own Pretty Clever Consultancy to transform brand and extend competitive reach

Captured niche market by scouting new authors and developing editorial concepts for nonfiction books on human experience, pioneering original Danish works on topics like climate activism, climate change psychology, how disasters shape societies and urban crisis survival planning. Based on the strategy thesis of my eMBA, focusing on global literature streaming platforms, People's (in top 5 of Denmark's largest publishers, part of international streaming and publishing group Storytel) pursued me to provide strategic advice to CEO to inform decision-making and align business objectives with market demands.

- The Danish Arts Foundation chose one of my projects – 'Climate Psychology' by Solveig Roepstorff – to be presented in their biannual overview *Books from Denmark*, promoting 'the best and most interesting' Danish books to foreign publishers. All titles are selected by the Committee for Literary Project Funding, with literary quality as the key selection criteria.

Gyldendal Forlag **2015 – 2019**
MARKETING DIRECTOR
Oldest, largest and most prominent publishing house in Denmark with 600+ annual publications for the trade market at the time

Cultivated business partnerships to expand customer base, enhance programs, and increase corporate reach. Pioneered, structured, and managed dynamic and successful marketing, social media, and public relations campaigns. Transformed corporate culture, enhancing public accessibility, onboarding employees and internal stakeholders to adopt change management initiatives. Established a dynamic and innovative corporate culture and recruited high-achieving team of professionals.

- Promoted to marketing director after 1.5 yr, implementing new marketing strategies to expand corporate connection and accessibility.
- Redefined publisher branding, securing dominant presence at fairs and within author community.
- Hosted high-profile public relations events, connecting authors to audience and corporate to public.
- Pioneered information management processes to communicate all the public relations and promotions being executed for the authors to the authors.
- Streamlined efficient marketing resource allocation and fostered collaboration between previously siloed departments to improve coordination and alignment on shared goals.

Politikens Forlag · BRAND MANAGER **2014 – 2014**
Pioneering role, contracted to transform social media marketing, authorship branding and digital strategy.

Mette Holbæk ApS · STRATEGY CONSULTANT & EDUCATOR **2008 – 2013**
Co-founded pioneering training programme for 400+ solo entrepreneurs, produced digital information products.

Pretty Ink Publishing · FOUNDING PUBLISHER **2004 – 2008**
Launched trailblazing niche publisher, producing journalistic non-fiction for women. Positioned for purchase by Gyldendal subsidiary, Rosinante & Co. to strengthen its position vis-à-vis target group.

Benjamin Media · EDITOR IN CHIEF & HEAD OF DEVELOPMENT **2000 – 2007**
Key role in developing and launching young women's magazine WOMAN to become best-selling category leader, a position lasting 10+ yrs. Disrupted market, positioned the publisher for acquisition by Bonniers.

EDUCATION

CBS · Copenhagen Business School Frederiksberg, Denmark · Executive Master of Business Administration

DJH · Danish School of Journalism (DJMX) Aarhus, Denmark · Journalism – internship at Jyllands-Posten