

JONAS STEGEAGER / CREATIVE LEAD

Creative Direction · Campaign Systems · Lifecycle & CRM · Testing & Optimization

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He can sell the idea, get the right people on board, and drive the process forward as a natural coordinator across teams.

– Sofus Jensen, COO & Partner, Din Familiejurist



Selected Work Experience:

Content Specialist & Content Operator (full-time)

“et kreativt bureau ApS” · 2025 – 2026

- Identified and activated incremental revenue opportunities across cinema placements and B2B partnerships
- Challenged existing workflows and drove practical efficiency improvements across 17 brands

Content & Strategy Manager (contract)

Din Familiejurist · 2024 – 2025

- Designed and executed **20+ personalized email journeys** in Salesforce MC
- **Reactivated 80,000+** dormant leads through structured lifecycle flows
- **Doubled open rates** and increased booked meetings following live seminars
- Contributed to a **4% monthly revenue lift** (~200,000 DKK over the period)
- Developed loyalty and ambassador programs
- **Introduced AI-powered tools** to improve scalability and effectiveness

Creative Project Manager (full-time)

The Marketing Guy · 2021 – 2024

- **Produced investor pitch video** that generated **20 qualified investment leads** that **resulted in 6 cases entering due diligence**
- Built and tested new creative frameworks across three structured split-test phases, **resulting in consistently higher ROAS across client accounts**
- **Led creative strategy and execution for 40+ clients** across industries
- **Led brand direction** and communication frameworks
- Ran workshops to **sharpen concept quality, prioritization and creative standards**

Art Director & Brand Management (full-time)

Ekstra Bladet · 2017 – 2021

- **Built and scaled the visual system** behind EB+
- **~300 ‘campaigns’** across paywalls, landing pages and editorial marketing
- **Worked directly with CEO**, Editor-in-Chief, Commercial Director and Marketing Lead
- **Defined and executed creative formats** across news, sport, entertainment and commercial partnerships
- **Delivered cross-channel production** (print, digital, motion, events, merchandise) under daily deadlines
- **Awards:** Advertising Innovation Silver and 1st Place – Best New Paid Content Initiative (INMA)

Educations

Bachelor in Visual Communication

Danish School of Media and Journalism (DMJX)

Multimedia designer

Copenhagen School of Design and Technology (KEA)