

JEFFERY M. HANSEN

Graduated Student in BSc. Market and Management Anthropology



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ABOUT ME

I am a recent graduate in BSc. Market and Management Anthropology in which I studied Berlin Start-up Culture for my bachelor thesis. I have great understanding in analysing specified markets and have the right tools in order to understand other cultures. From my personal background of Danish/Filipino descent and growing up in South-East Asia, I am naturally very adaptive and have a very ambitious attitude with a quick learning curve. I have a curiosity towards new technology and fascinated by its inner workings. My experience in doing anthropological fieldwork equips me with the skills to understand other cultures, this includes the organisational, business and community context, and not only ethnical context.



WORK EXPERIENCE

OSEC - Odense Student Entrepreneurship Community

Marketing Director and Board Member, August 2015 - Present

- Promote and organise events for encouraging entrepreneurship.
- Strategic Marketing Plan
- Tasks include copyrighting, designing material and engaging the community
- Involved with the inception and creation of OSEC organisation

Brian Cykeludlejning

Part-time Work, Co-owner, and Public Relations October 2015 - February 2016

- Developed the company from the business side.
- Create partnership with ESN Odense and Vældepetter A/S
- Marketing and Social Media

Wilke Market Research

Project Based Work - Telephone Interviewer, October 2012 - July 2013

- Called English speaking countries including UK and USA
- Call and interview people for questionnaires as representative of companies for market research purposes.
- Skills acquired to speak to professionals without prior introductions and persuasive skills in order to convince them answer market questionnaires.

Viking Life-Saving Equipment A/S

Segment and Product Management, Full - Time Student Worker, February 2012 - August 2012

- Vital role in the Viking Documentation Project, development and design of a stored documentation system of all products being sold.
- Input content into the system as well as test and suggest improvement to the administration system.
- Creating content to be placed in the system.
- This system would be used for Viking web shop and Viking SAP system.
- Administrative tasks such as scheduling meeting, contacting experts for insight



EDUCATION

UNIVERSITY OF SOUTHERN DENMARK

2012 - 2016
Odense, Denmark
B.Sc. Market and Management Anthropology

Subjects Include:

Global Economic Systems, Introduction to Social Anthropology, Global Organisations, Introduction to Globalisation, Development Economics, International B-to-B Marketing, Economic Anthropology, Social and Economic Statistics, Principles of Management, Public Management and Globalisations, Strategic Communication, Budget and Management Accounting, Perspectives on Law and Society, Business Anthropology, Global Consumer Cultures, Anthropological Fieldwork Methods (Philosophy of Science), Anthropological Fieldwork, Bachelor Thesis.

Thesis: Berlins Startup Culture in Berlins Startup Ecosystem

Projects:

EQUIS Student Report (2014)

Prepare student report about the Faculty of Business and Social Sciences for the process of accreditation.

Venture Cup Idea Competition (2014)

Entered my startup Idea known as Munchies. Gained some experience in creating a business plan and insight to aspects of the startup stage really matters.

OSEC - Odense Student Entrepreneurship Community (2015)

Listed in 'Work Experience'

EUROPA-UNIVERSITÄT VIADRINA

2014 - 2015
Frankfurt an der Oder, Germany
ERASMUS Exchange

Subjects Include:

Marketing to Europe, International Management, Financial Accounting, Leadership Culture and Change, International Marketing, Entrepreneurship and Creativity

Projects:

A Heart for Kids (2015)

Organised a outdoor festival where the proceeds would go to charity (Orphanages). Collected approx. 400 Euros in Profits.

Frankfurt Summer Challenge (2015)

Organised a sporty event located in the small town of Frankfurt an der Oder, which challenged participants mentally and physically through series of tasks in various locations around the city in order to also promote the city and in many great sites. 100+ Participants. with about 5 different Sponsors.

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THE REGENTS SCHOOL, PATTAYA

2003 - 2011
Pattaya, Thailand
IGCSE and International Baccalaurette

Subjects Include:

Higher level: Design and Technology, Psychology, Economics
Standard Level: Spanish, English, Math
Theory of Knowledge

Thesis: Psychology: Subliminal Advertising

Student Body Roles:

Class Representative, House Captain, Student Prefect, Senior Football Team, Senior Volleyball Team, Service Work.

Projects:

Regents Round Square Conference Student Organising Committee (June 2008 - October 2010)
- Host as facilitators of topics discussed during the conference
- Host of Talent show and Public Speaking
- Approx. 1000 Delegates
- Skills learnt such as delegation, co-ordination, co-operation, quick thinking, time management and planning.



DESIGN & IT SKILLS

Adobe Photoshop	●	●	●	●	●	○	○	○	○
Adobe Illustrator	●	●	●	●	●	○	○	○	○
Adobe InDesign	●	●	●	○	○	○	○	○	○
Microsoft Word	●	●	●	●	●	●	●	○	○
Microsoft Excel	●	●	●	●	○	○	○	○	○
Microsoft Powerpoint	●	●	●	●	●	●	○	○	○
Basic HTML	●	●	●	○	○	○	○	○	○



PERSONAL SKILLS

Market Analysis	●	●	●	●	●	○	○	○	○
Cultural Analysis	●	●	●	●	●	●	○	○	○
Social Commitment	●	●	●	●	●	●	○	○	○
Organization	●	●	●	●	●	●	○	○	○
Creativity	●	●	●	●	●	●	●	○	○
Communication	●	●	●	●	●	●	●	○	○
Teamwork	●	●	●	●	●	●	○	○	○
Public Speaking	●	●	●	●	●	●	○	○	○



TRAINING

JUMPI Foundation Leadership Seminars

Thailand, 2010

Leading towards the Round Square conference I was given the opportunity to be trained by the JUMPI Foundation in regards to being good leaders and facilitators. This seminar was a 2 full-day course. During the training, I not only discovered myself and my own potential, but I also gained more self confidence in leading small groups of passionate people.

Guerilla Startup 4.0

Odense, Denmark, 2015

The forth Guerilla Startup 4.0 is the forth entrepreneurial bootcamp arranged by Guerilla Startup. The bootcamps is about training the skills and mindset of entrepreneurs through an intense 14 days workshop. The theme was online education, and the team came up with a service allowing parents and their kids can engage in entrepreneurial activities together.

Odense Toastmasters

Odense, Denmark, 2015 - present

Odense Toastmasters is monthly meetup which is dedicated to improve public speaking abilities. Each time a speech is given, a different, however important element is added on in order for the presenter to understand becoming a better communicator. Members of Odense Toastmasters also increase their confidence, charisma and communication abilities.



LANGUAGES

English	●	●	●	●	●	●	●	○	○
Danish	●	●	●	○	○	○	○	○	○
German	●	○	○	○	○	○	○	○	○



HOBBIES AND ACTIVITIES



Bicycle riding



Football



Design & Photography



Travelling



Public Speaking



Entrepreneurship