

Sven Larsen

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Great Marketing Should Surprise and Delight You ... Just Like this Monkey.

Great marketing should cut through the clutter. And make someone's life a little better. I want to create great marketing for you.

Who Am I?

If I spoke recruiter speak I would probably say "I'm an award-winning Digital Media executive with 20 years of experience managing sales, publicity and marketing efforts for diverse companies and industries. I have a proven ability to maximize sales and transform market share through relationship building, business analysis, training top-performing teams, developing strategic alliances, creating effective marketing collateral, and negotiating deals with top level decision makers."

Or we could talk like human beings and I could tell you that I'm a hockey loving, comic book reading, Apple worshipping communications and technology geek who loves to tell stories and create stuff. For me it's all about figuring out what's next and having fun doing it. If you feel the same way, let's get together - and talk like human beings (that recruiter stuff hurts my head).

What's my objective?

I want to create outstanding and innovative work for a company whose culture makes that objective their core mission. I want to bravely go where no marketer has gone before, using the latest technologies and working with top-level talent to create campaigns and products that change the world. And I want to have a good time doing it. Not too much to ask, right?

Career Highlights

Zemoga

- a Digital Innovation Agency
Chief Marketing Officer, 8/08-Present

Teshkeel

- Middle East based Children's Media Company
Chief Operating Officer, 11/05-08/08

Cracked

- Humor Magazine & Website
Chief Marketing Officer, 02/05- 11/05

Penguin

- Multinational Publishing Company
Director of Intragroup Projects 06/03-12/04
Director of Group Company Sales 07/01-06/03

Time Warner Books

- Book Publishing Company
Director of International Sales 12/99-07/01

Marvel

- Multimedia Entertainment Company
Director of Marketing 09/89-07/95

Awards

2010 Ad Club of Connecticut –
Best in Show – Twatif? – The Office
2010 Global – The Health Tweeder

2010 Web Awards –
Standard of Excellence – Pixels & Pills blog

2010 Davey Awards – Silver –
Sears TV Matchmaker

Gold – Twatif? – The Office

Silver – Pixels & Pills Blog

Silver – The Health Tweeder

2010 RX Awards – Silver –

The Health Tweeder



Some Key Achievements

Zemoga

- Chosen by Al Gore as one of the three winning concepts for PSFK's Gaming For Good/Future of Gaming Report – Climate Trail Game <http://bit.ly/sUHxou>
- Finalist in PSFK's Future of Health Report benefitting Unicef <http://bit.ly/xX3lc1>
- Created complete suite of branding materials including over 100 case studies
- Responsible for marketing campaigns that grew company billings by 70%

Teshkeel

- First COO of company and co-creator of the world's first Muslim superheroes, the 99. Recognized by President Obama for contributions to peace <http://bit.ly/agiwGS>
- Developed and successfully presented private placement memorandum resulting in raise of \$15 million in second round investment financing

Cracked

- Helped revive classic brand and turn it in to the most visited humor site on the web (7.4 million uniques per month)

Penguin

- Key liaison for joint development project that generated over \$150 million in new and retained business for Penguin's parent company
- Led project team that developed 20,000 title commerce website that was marketed to over 100,000 education professionals. Generated over \$250,000 in revenues in Year 1

Marvel

- Designed marketing campaign for best selling comic of all time. Over 8 million units sold.
- Created "special covers" product category generating over \$25 million in sales

Skills

Soft Skills – Excellent oral and written communication skills. Business analysis. Client management. Copywriting. Graphic design. Team leadership and management. Report generation and analysis. Strategic planning & Ideation. Meeting Facilitation and Event Planning.

Technical Skills – Microsoft Office, Adobe CS, Final Cut Pro, Keynote, Wordpress, Basecamp, assorted CMS & CRM programs, Google Analytics, advanced Social Media skills, familiar with Agile Methodology



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What They're Saying About Me

"I met Sven a few years ago and found immediately that not only does he possess solid marketing chops (both for the previous world of slightly more traditional marketing, but also for the new and emerging worlds of digital and mobile), but he also has a very large and well-tended network of people who appreciate and buy into what he does. Why does this matter? Because Sven has not only HIS smarts and abilities at the ready, but a network of brilliant people who he can tap for even more assistance.

On top of all this, I'd work with Sven on any project. He seems to gravitate towards exciting projects that are both interesting and helpful to others. I strongly recommend him."

- Chris Brogan,
President and CEO, Human Business Works

"Sven is a highly creative and very easy-going person to work with. I've had the pleasure of working with him on various projects, and am always impressed by the professionalism and diligence he exhibits. While a notable value to Zemoga's creativity and growth, I cannot stress how highly I recommend Sven for anything as I know he will prove to be a merit to any company he's a part of."

- Brett Petersel,
The Next Web,
Former Audience Manager, Mashable

"Sven is one of those rare talents who elevates your game often without you even realizing it yourself. He has a quiet, confident demeanor that's backed up by his drive to make things happen. Sven surprises you because he makes it all look effortless. Strong on strategy and equally strong on execution, leveraging all assets to achieve the desired outcome. He's a keen marketer." - Guy Mastrion, CCO, Palio Communications

Contact Info

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