



Lars Dura

Expert in Online Marketing & Artificial Intelligence

Digital Tools & AI

- Automation
- Chatbots
- Language Models

Team & Leadership

- Team Building
- Training
- Remote Management

Marketing & Content

- Strategy Development
- Campaign Planning
- Lead Generation

Analytics & Reporting

- Data Analysis
- KPI Evaluation
- Forecasting

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Activities

PROMPT ENGINEER

CONVERSATIONAL AI

PARTNER STRUCTURE DEVELOPMENT

MARKETING TEAM DEVELOPMENT

MARKETING LEAD GENERATOR

MARKETING MANAGER

CONTENT MARKETING MANAGER

MARKETING CONSULTANT

Professional Experience

Prompt Engineer

2022 - present

AI Tools & Teamwork

- Optimize prompts for AI-driven tools and evaluate results
- Test AI tools, adapt them to business needs, and train employees
- Integrate APIs and digital tools for workflow optimization and team processes
- Support data-driven decision-making in daily operations

Conversational AI & Text Automation

2020 - present

Chatbots & Language Models

- Development and fine-tuning of chatbots, text-based assistants, and response systems
- Analysis and optimization of dialog flows, tone of voice, and user experience
- Automation of recurring processes using AI-based text analysis and generation
- Collaboration with development and marketing to integrate language-based solutions into existing systems

Partner Structure Development

2002 - present

International & Partnerships

- Building and maintaining partner networks domestically and internationally
- Identifying and developing new business partnerships
- Designing efficient cooperation and communication processes
- Using digital tools for management and performance measurement

Sales & Marketing Team Development

2007 - present

Remote & Efficiency

- Recruitment and organization of international sales and marketing teams
- Building scalable structures for rapid growth with minimal budgets
- Introducing digital tools for project management, communication, and performance tracking
- Supporting teams during the transition to flexible remote structures

Marketing Lead Generator

2013 - present

Automation & Queries

- Building lead databases and running automated queries
- Optimizing lead generation processes and creating dashboards
- Identifying and segmenting target audiences and analyzing campaign results
- Implementing end-to-end lead funnels from capture to conversion

Marketing Manager

2005 - present

Strategy & Campaigns

- Developing strategies based on market, competitor, and customer analyses
- Planning and executing campaigns and optimizing acquisition channels
- Managing projects from idea to implementation
- Evaluating online and offline campaigns

Content Marketing Manager

2010 – present



Content, SEO & AI Visibility

- Content strategies for SEO and AI-based answer systems (AEO, GEO)
- Structured content for discoverability and citability
- Management and performance tracking of content projects
- Market and trend analysis for topic development

Marketing Consultant

2002 - present



Coordination & Organization

- Analyzing client and company profiles and identifying strategic opportunities
- Developing campaigns, setting up tracking systems, and creating reports
- Deriving recommendations for action and action plans
- Coordinating internal and external stakeholders and managing projects organizationally

Professional Experience (Selection from over 40 projects)

Industry & Manufacturing

Team size: 5–50 | EU-wide

Development of marketing strategies, planning and execution of campaigns, management of complex projects, and optimization of marketing processes.

Consumer Goods & Retail

Team size: 10–100 | International

Analysis of sales channels and customer interests, evaluation of campaigns, creation of forecasts, and data-driven optimization of measures.

Pharma & Healthcare

Team size: 5–20 | Europe-wide

Development of content strategies, SEO optimization, publishing, and performance tracking of digital content.

Automotive & Mobility

Team size: 15–50 | Global

Development and management of international campaigns, setup of tracking systems, reporting, and team coordination.

Insurance & Financial Technology

Team size: 5–30 | National & International

Strategic consulting, analysis of company profiles, development of recommendations for action, and implementation of modern marketing and AI solutions.

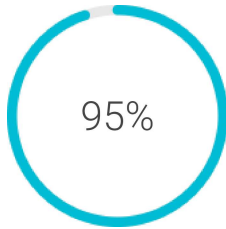
Digital Services & Start-ups

Team size: 3–25 | EU-wide

Building scalable marketing structures and using automation and AI tools to optimize lead generation and performance.

Skills

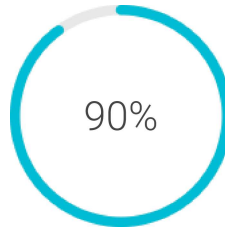
Top Skills



Web

Expert

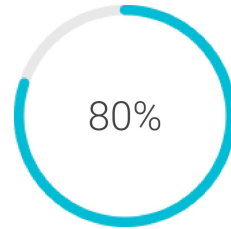
HTML, CSS, JavaScript, React, Bootstrap – development of modern, responsive websites and web applications.



Design & Content

Expert

Canva, Photoshop, Figma, Illustrator – creation of graphics, presentations, and visual content.



AI Tools

Advanced

ChatGPT, MidJourney, DALL·E, Runway, Synthesia – automation, content generation, and creative AI applications.

Additional Tools

NODE.JS

VUE.JS

TAILWIND CSS

SASS

PREMIERE PRO

AFTER EFFECTS

INDESIGN

AFFINITY DESIGNER

CLAUDE

BING AI

JASPER AI

RUNWAY ML