



Oscar Lord

A resourceful individual with great interest in technology and communication who excels in fast-paced, international environments where data is critical.

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Work history

- 2024 - **Web & Content Manager - Fractal Design**
Managed the corporate website, including the digital content and processes surrounding it.
- Managed technical projects through external development teams to enhance website performance and functionality.
 - Lead the acquisition of digital tools such as CMS' to boost productivity.
 - Executed GTM-activities within web and content.
- 2021 - 2023 **Influential and Sponsorship Coordinator - Fractal Design**
Created an industry-leading sponsorship program for 200+ Twitch streamers.
- Developed a comprehensive data analytics dashboard in Power BI for performance tracking and evaluation.
 - Managed partnerships with over 200 global influencers, ensuring seamless collaboration and communication.
 - Consistently provided strategic insights and progress updates to the board of directors on a quarterly basis.
- 2019 - 2020 **Marketing Associate - Glue Home**
Supported the marketing department in Sweden.
- Created engaging content such as newsletters and social media tailored for Swedish audiences.
 - Translated technical documents accurately and efficiently from Swedish to English and vice-versa.
 - Managing and coordinating projects to ensure successful outcomes and high-quality deliverables.
- 2018 - 2019 **Project Coordinator - Paula Rosa Manhattan**
Consulting project in the manufacturing industry that resulted in the elimination of bottlenecks and savings of more than £300,000 p.a.
- Oversaw a capital investment project involving the successful acquisition and implementation of new machinery.
 - Streamlined production processes and optimized workflows, resulting in significant time efficiency improvements and increased overall productivity.
 - Delivered substantial cost savings of over £300,000 annually through strategic resources allocation and process optimization

Education

Hult International Business School
An undergraduate degree in Business Administration with a major in Marketing.

The College of Richard Collyer
A high school education in the United Kingdom, where I studied Business Management and Spanish.

Additional information

Gothenburg, Sweden

GMT +2 (Stockholm, Madrid)

SE/UK Passports

British citizen

Languages

English - Native

Swedish - Native

Spanish - Intermediate

Skills

Project Management

Influencer Marketing

Data Analytics

Website Development

Storytelling & Persuasion

ChatGPT