



Summary

A marketing professional based in Gothenburg with broad experience in the gaming industry and a strong commercial drive.

Education

2018 – 2021

Hult Business School

Business Administration

A BBA degree in London that taught me invaluable skills and gave me the opportunity to solve real problems for real companies.

Tools & Skills

- Microsoft Office
- Google Workspace
- Adobe Creative Suite
- Hubspot
- Google Analytics
- Looker Studio
- Power BI
- AI Tools
- Figma
- HTML
- CSS
- JavaScript

Other

Moved from Sweden to the United Kingdom at the age of 15 to complete my studies, before returning to Sweden in 2021.

British & Swedish Citizen

Work experience

August 2024 – Active

Digital Experience Manager

Fractal Design

Leading the digital customer journey with full ownership of the global web strategy and digital channels. Driving initiatives as an internal consultant from pitch to execution, focusing on data analytics, brand building and operations.

August 2023 – August 2024

Freelance Marketing & Web Consultant

Self-employed

- Acted as a freelance marketing consultant, helping SMBs enhance their digital presence with custom websites and strategies
- Managed sales, client relationships and overall company development alongside day-to-day project execution
- Delivered end-to-end website projects from strategy and UX design to development and launch

June 2021 – August 2023

Influencer & Sponsorship Coordinator

Fractal Design

- Built and managed a sponsorship program for 300+ content creators on Twitch as part of a long-term brand awareness strategy
- Coordinated marketing campaigns with content creators on a global scale, including product seedings and brand campaigns
- Tracked content performance and campaign outcomes to refine creator selection, campaign success and program performance

Projects

Hult Business Challenge – Meta Platforms

Part of the winning team in the Hult Business Challenge, presenting strategic opportunities for Instagram to adapt to changing user behaviour and travel patterns, with a focus on domestic travel.

Fractal Creator Program – Twitch

Led the development of the Fractal Creator Program, a global sponsorship program focused on driving long-term brand awareness and fandom. Built the program from the ground up and successfully onboarded and managed a network of 300+ content creators worldwide.