

ANDREW CLARK

PBA & MCSE Certified Digital Marketing Analyst

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Stockholm

EXPERIENCE

Digital Marketing Analyst/Product Manager

Stracke

2017 - Present Stockholm

Stracke is a creative management platform that helps companies build and run HTML5 display advertising campaigns at scale. I initially joined as a Data Analyst and quickly transitioned into a Product role.

- Collected and cleaned over 60K Facebook comments using Python.
- Increased ROI by 30% in three months.
- Introduced a new way of interpreting data to a team of 30 people.
- Increased website traffic by 60% through SEO.

Digital Marketing Analyst (Data Insight)

Padberg

2014 - 2017 Stockholm

Padberg is a Performance Marketing Network working with regional communication agencies, leading brands, and marketers.

- Effectively Managed 23 Million dollars in Paid Search Campaigns to grow businesses online.
- Constructed over 100 media campaigns and pixels to help with partner lead conversion.
- Managed 400+ geo-specific SEM campaigns on Adwords & Bing Ads

Digital Marketing Analyst

Blanchette

2011 - 2014 Stockholm

Blanchette is a leading provider of mobile advertising solutions.

- Developed an SEO-centered content strategy, earning \$700,000+.
- Managed over 100+ digital campaigns (development, control, post-campaign evaluation).
- Provided Client facing reporting and recommendation that has led to a 30% increase in Revenue.
- Decreased bounce rate by 20% by improving content.

Digital Marketing Analyst

Boyle Ltd

2009 - 2011 Stockholm

Boyle Ltd offers worldwide IT, technology & enterprise products and solutions.

- Administered over \$12,000 as weekly budget in Facebook Advertising.
- Used A/B tests to improve recruitment by 7%.
- Led team of 5, consisted of engineers and designers, driving the trial and onboarding products.

INDUSTRY EXPERTISE

Multichannel Campaign Management (ATL & BTL)



Digital Marketing Lead & Execution (SoMe, PPC, PPM)



EDUCATION

Master of Business Economics

LUISS Guido Carli

2005 - 2007 Stockholm

- Thesis in Strategic Marketing: "The Communication mix in Casual Wear Fashion: strategies of the main players". Supervisor: Prof. M.Ibarra

BA in Econometrics

University of Amsterdam

LANGUAGES

Swedish
Native



English
Proficient



STRENGTHS



Curiosity/ Judgment

My passion for answers drives me to find actionable insight for company growth.



Self Learner

Natural ability to educate myself on best practices for future development.



Driven

My energy and passion is fueled by results and growth.

KEY ACHIEVEMENTS



Improved client sentiments on a new account

Resolved the client's issues with the content approach right from the first week of responsibility



Praised for a research paper presented at an international conference

Submitted a research paper on Viral Marketing during PG course