Karl Blomquist 1999-06-11

Studied digital marketing & web application development

Contact

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B driver's license

Education

- **High school 2015-2018**
  Bachelor in economics

- **Sälj & Marknadshögskolan Stockholm, Sweden 2023 - 2025** *Digital marketing*

- **Code institute | Dublin, Ireland jan 2025 - Sep 2025 (Distance)**
  Diploma in Web Application Development

Language

Swedish
English

Portfolio

My internships experiences

Oct-Dec 2023
First internship at a marketing agency in Copenhagen.
Recruiter & working with influencer marketing

During my internship in Copenhagen, I was responsible for launching a Danish influencer platform on the Swedish market. I developed strategies to increase the platform's visibility and engagement through content on Instagram and TikTok, where I tailored messages and formats to the audience's behavior. I also optimized the Swedish website for SEO to improve its organic visibility. I recruited Swedish creators, developed campaign ideas, and worked on tone of voice and channel selection to strengthen the brand's presence.

This gave me valuable insights into how data-driven communication and relevant content can build trust and drive growth, experiences I carry with me in my work with digital marketing and the customer journey.

Sep - Dec 2024
Second internship at Procruitment's marketing department in Sweden
Web development, SEO, copywriting & social media

During my second internship, I was part of the marketing team at Procruitment, where I contributed to the development of anew career page and an intranet, built with SiteModify, HTML, CSS, and JavaScript. At the same time, I worked with SEO, copywriting, social media, and content marketing.

I used tools such as SEMrush and Ahrefs for keyword analysis, created and optimized Google Ads campaigns with a focus on CTR, CPC, and ROI, and analyzed results in Google Analytics and Google Search Console. This gave me a deeper understanding of how to combine technology, content, and data to create effective campaigns and drive conversions.

Jan 2025
Bachelor in digital marketing

Jan-sep 2025
Full-Stack Developer education

Other Work Experience
Jun 2018 -
Transport Coordinator, Customer Service & Van Driver