

ALEXANDRA RABI

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I am a tech-loving professional with a wide range of competences within digital marketing, e-commerce, analytics and branding. What sets me apart is my entrepreneurial drive, my focus on growth and the fact that I never stop learning!

I grew up in South-America and studied in France via a full high-achievement scholarship, which later on led me to my current home Stockholm!



WORK EXPERIENCE

NORDIC DIGITAL OPERATIONS MANAGER

Henkel Norden AB, Stockholm
2019 - present (6 months)

I lead a team of 3 people. Together we maximise online campaigns ROI and secure our future business incl. media buying, performance marketing, e-commerce, websites/platforms as well as innovation across the nordic region. Most proud of: growing my area and role into a team of 3 after 2 years, supporting well-known brands such as Schwarzkopf and Barnängen.

NORDIC E-COMMERCE MANAGER

Henkel Norden AB, Stockholm
2017 - 2019 (2 years & 2 months)

I built the e-com retail area (new role) from designing processes, securing tech platforms and connecting branding & promo plans to ensure an excellent online experience & ROI. I was an active driver of my employer's digital transformation and I was responsible for 1 trainee. Most proud of: establishing a direct collaboration with google for the launch of our new body care brand across 3 markets.

DIGITAL PROJECT MANAGER

Universum Global, Stockholm
2015-2017 (1 year & 4 months)

I drove digital campaigns across multiple channels for top500 across the EMEA region, from goal-setting, execution, optimisation as well as pitching and creating solutions for my customers. Most proud of: conversion-focused project over two years with Unilever, resulting in an increase of 37% more applicants vs. PP.

OTHER ROLES
Sweden, France, Paraguay
(2,5 years)

During my studies, I worked part-time as project manager, events' coordinator, sales associate and brand advisor.

EDUCATION

DIPLOMA IN SOFTWARE DEVELOPMENT
Code Institute & Edinburgh Napier University, Ireland (part-time
2019-expected 2020).

MASTERS IN INTERNATIONAL MANAGEMENT
IAE Bordeaux, France (2016).

Sp: Entrepreneurship & Innovation, University of Montpellier.

CERTIFICATES

- Advanced google analytics, Google
- Tag manager, Google
- Data studio, Google
- Python 101, IBM
- Analysing data with Python, IBM
- Visualizing data with Python, IBM

RECOMMENDATIONS

23 customers, peers, managers and reportees recommended me on LinkedIn. Have a look at what they wrote:

www.linkedin.com/in/alexandrarabi

LANGUAGES

- **Fluent:** EN, ES & FR
- **Intermediate:** IT, PT & SE (B1)
- **Basic:** DE

TOOLS

