

# Sigurd Sæther Sørensen

## Executive Summary

- Engaged marketing student, with several years accumulated work experience in various fields, such as sales, team and project management as well as boardmember and chairman.
- Relationship-oriented leader: Gained a 130 % profit increase in VIKO.
- Advisory student representative in college owned project, which aims towards increased strategic resources in the regions, development projects related to innovation & business development, labor, and skill development.

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## Education

BACHELOR OF BUSINESS  
ADMINISTRATION

*In International Marketing*

2017 | University College of Southeast-Norway

- Business English
- Law for Business
- Business Strategy
- Cross-Cultural Communication
- Financial Accounting and Analysis
- Int. Business Relations
- Int. Marketing
- Int. Politics and Society Conditions
- Information Processing
- Logistics
- Marketing
- Marketing Channels
- Organizations and Ethics I
- Statistics I



## Skills

- Marketing Material Design
- Team Leadership
- Marketing
- Project Management
- Sales and Customer Service



## Technical Skills

Intermediate:

- Adobe Indesign
- MS Excel
- MS Powerpoint
- MS Word

Elementary:

- Adobe Photoshop
- HTML/CSS
- Wordpress



## Work Experience

- LINK TELEMAK *Initiator*  
2016 - Present | Bø, Telemark

Start-up project which aims to find a solution to the low immigration and growth in Telemark county.

Conducting marketing analysis, strategic development and concept validation through customer and business contacts, as well as other various tasks which accrues a start-up process.

- CONNECT ME *Student Representative*  
2015 - 2016 | Bø, Telemark

Project to place the most talented students in relevant internship positions throughout Telemark county.

Interviewed and placed the most talented students in to local businesses.

- Simplified the service processes for a better continuation.
- Arranged the first student placement into a internship.

- GRILSTAD *Summer Worker*  
2013 - 2015 | Telemark, Aust- and Vest-Agder

One of Norways largest private manufacturers of meat.

Summer substitute as a sales consultant between 2013 - 2015.

- ROYAL NORWEGIAN AIR FORCE *Guard Commander*  
2012 - 2013 | Stavanger, Rogaland

Responsible for conducting daily operations to ensure base security.

- Team leader for 10 soldiers in their normal routines.
- Achieved first aid courses 2 and 3, evacuation module, basic offshore course, and guard & security course.

- ARTISTI TALE *Sales Consultant*  
2010 - 2012 | Grimstad, Aust-Agder

Sold various solutions for book clubs, magazines, and humanitarian organizations by phone.



## Volunteer Work

- VIKO *Chairman & Project Manager*  
2015 - 2016 | Bø i Telemark

VIKO is the annual student week in the spring semester at the University college of Southeast-Norway consisting of 11 days packed with events.

Managed the koordination, planning, and execution of the project in cooperation with a project group totaling 10 members.

- Buildt up a total framework for the organization to ensure further operations, quality, and transfer of experience.
- Solved a complicated HR case which had a major negative impact on the other board members and volunteers in VIKO.
- Profit increase of 130 percent from the previous year.

- CAREER FAIR *Co-Marketing Manager*  
2014 - 2015 | Bø i Telemark

Annual career fair that takes place at campus Bø.

Designed marketing material, contacted various businesses, and provided general marketing to ensure a higher visitor number.

- Planned and executed the first student-led career fair at campus Bø.

- START HIT <sup>1</sup>*Mentor* | <sup>2</sup>*Project Manager Build2Grow-Camp*  
<sup>1</sup> 2015 - Present | Bø i Telemark  
<sup>2</sup> 2014 - 2015 | Bø i Telemark

Start is a non-profit organization focusing on promoting innovation and entrepreneurship among student and businesses.

Project manager on Build2Grow workshop, in cooperation with oslotech, focusing on the business model canvas from Ostwalder.

- STUDENTORGANISASJONEN I TELEMARK  
*Class Representative*  
2014 - 2015 | Bø i Telemark

- Initiator to a successful petition to keep a lecturer.