

MELKER WÅNGDAHL

Content & SEO specialist

Results-driven marketer with 5 years of experience in SEO, content creation, and copywriting. Equipped with a Product Management degree focused on e-commerce, alongside certifications in copywriting and SEO. After working solo on my own business, I'm ready for a new challenge that brings growth and the chance to collaborate with a team.

Contact me

- +46763680769
- melker.wangdahl@gmail.com
- /in/melker-wångdahl
- Stenhammar Villa Västerled,
53158 Lidköping, Sweden
- wangdahl.github.io/Portfolio-project/

Education & Certification

Pineberry

Pineberry SEO certificate 2024

- seocert.se/certifikat/ACjt0+Dj

Uddevalla Vuxenutbildning

E-Commerce Product Manager
2020 - 2022

- Focus on product development and marketing.

Berghs School of Communication

Copywriting start 2019

- Introduction to Copywriting

De la Gardiegymnasiet

Technical program 2005 - 2008

- Orientation technical entrepreneurship

References

Daniel Gren, MilDef AB

+46728584386

daniel.gren@mildef.com

Linda Almqvist, Fyrkantens Förvaltning AB

+46510 425011

linda.almqvist@fyrkanten.se

Experience

Affiliate Marketing

Self-employed, 2019 - Present

- Developing and managing websites with a focus on content and organic traffic.
- Grew OddHikers.se from 5000 yearly users in 2020 to over 200000 in 2023.

Freelance Editor, Content- and Copywriter

Handheld Group, 2021 - Present

- Writer and editor for Ruggedinformer.com.
- Delivered case studies to handheldgroup.com

MilDef AB, 2024

- Produced copy for mildef.com.

Marketing Intern

Handheld Group, 2021

- Worked with SEO, translations, content creation, and web development.

Skills & Experience

SEO - Affiliate marketing has given me a wide base in SEO. I excel in keyword analysis and crafting high quality content around those keywords.

Content - 5 years of experience writing SEO-optimized texts in both Swedish and English, complemented by a background in copywriting.

CMS - Extensive experience working with WordPress, including developing websites from scratch. Some experience with WooCommerce and Magento.

Tools: Proficient with tools such as Google Analytics, Search Console, Tag Manager, SEMrush, Screaming Frog, and ChatGPT.

Agile Project Management: Trained in agile project methodologies, specifically using the Scrum framework.

Web development: Solid base in HTML and CSS.