

# Ava Urdén

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Growth Marketing student focused on digital strategy, CRO, and performance marketing. Experienced in producing communication and pitch materials, coordinating events and working goal-driven with KPIs. Structured, solution-oriented, and used to delivering across multiple parallel workstreams.

## EDUCATION

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**Berghs School of Communication** | Growth Marketing Aug 2025 - Present  
Focus on digital strategy, CRO, analytics, and real client cases.

**Lundellska skolan** | Business & Economics Program Aug 2019 - Jun 2022  
Business and economics with a focus on entrepreneurship and marketing.

## WORK EXPERIENCE

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**CMS Wistrand** | Marketing Coordinator Feb 2024 - Jul 2025

- Planned and executed internal and external events, including logistics, invitations, and follow-up
- Produced newsletters and communication materials; responsible for structure and distribution
- Created pitch and presentation materials for client meetings in collaboration with the team
- Supported business development projects: followed up on goals and KPIs (continuous reporting)

**Handelshögskolan i Stockholm** | Department Coordinator Aug 2023 - Feb 2024

- Managed course administration: 12 parallel courses, 500+ students, ensured deadlines and delivery quality
- Prepared meetings and events for the President's Office
- Ensured structure, problem-solving, and clear communication in an academic environment

**Frans Bistro & Bar** | Waitress Mar 2023 - Aug 2023

- Provided service in a fast-paced restaurant environment
- Managed multiple tasks simultaneously and worked independently
- Maintained high service quality during busy and high-pressure periods

**Gina Tricot** | Sales Assistant May 2022 - Dec 2022

- Worked at the cash register and supported customers with purchases and returns
- Handled deliveries and inventory work
- Contributed to an inspiring store environment through merchandising and maintaining order

**Triller mat & bröd** | Catering & Café Waitress May 2018 - Dec 2022

- Worked with catering and led service at various types of events
- Site lead at one of the cafés for a period

## SKILLS & ACHIEVEMENTS

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- **Analytics & tracking:** GA4, Looker Studio
- **Paid/social:** Google Ads, Meta Ads
- **Productivity/production:** Excel, PowerPoint, Canva, Figma, Adobe  
(see portfolio for more details)

**Languages:** Swedish (*native*), English (*professional proficiency*), Spanish (*modern languages 4*)

- **Ung Företagsamhet:** Marketing & Deputy CEO; competed in Swedish nationals and received an award in Uppsala County
- **Scholarship** (2022) for grit and perseverance