

Ava Urdén

ava.urden@gmail.com | +46 72 311 14 41 | linkedin.com/in/ava-urdén-3014a821b | My portfolio

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

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

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

- **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