



# Ava Urdén

## GROWTH MARKETING

As a driven and goal-oriented individual, I combine a creative mindset with a strong interest in design and a proficiency in data analysis. I understand what drives results and translate strategic insights into creative deliverables that enhance both user experience and performance toward targets.

## PROFESSIONAL EXPERIENCE

### Marketing Coordinator

CMS Wistrand | February 2024 - July 2025

I coordinated internal and external events, managing invitations and logistics, and produced company newsletters from design to distribution. I developed pitch materials and meeting documentation while driving an Instagram strategy focused on employer branding and B2B LinkedIn campaigns. Additionally, I monitored KPIs and campaign goals to support ongoing business development.

### Department Coordinator

Stockholm School of Economics | August 2023 - February 2024

Kursadministration för 12 parallella kurser och 500+ studenter: antagning, schemaläggning och betygsregistrering. Stöttade kursansvariga och avdelningen i löpande administration och säkrade smidiga flöden. Assisterade även rektorskansliet vid möten och events.

### Waitress

Frans Bistro & Bar | March 2023 - August 2023

Working in a high-tempo environment, I provided quality service while managing multiple tasks. This role strengthened my ability to prioritize quickly and work independently under pressure.

### Retail Sales Associate

Gina Tricot | May 2022 - December 2022

I handled sales, customer service, and cash management while overseeing inventory, deliveries, and in-store visual merchandising.

### Catering & Café Assistant

Triller mat & bröd | May 2018 - December 2022

I provided catering for large events and weddings and served as a periodic site manager for the café.

## CONTACT

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Portfolio: [Link to my portfolio](#)

## CORE COMPETENCIES

- Performance marketing
- E-commerce growth
- CRO and A/B testing
- Tracking, measurement planning
- SEO and content marketing
- CRM and automation
- Analysis and reporting
- Marketing strategy
- Project management

## EDUCATION

### Growth Marketing |

Berghs School of Communication  
| 2025 – Present

- *Selected Courses: Performance Marketing, SEO, CRO, E-commerce, and CRM.*

**Economics Program**, 2019 - 2022  
Lundellska skolan

## LANGUAGES

- Swedish (Native)
- English (Professional level)
- Spanish (Level 4)

## ACHIEVEMENTS

- **Marketing Manager, JA (UF) Company:** 2nd place for "Company of the Year" and 1st for "Growth Company of the Year" in Uppsala. 2022 National Finalist.
- **Graduation Scholarship 2022:** Awarded for demonstrated grit and perseverance in academic and personal pursuits.