



Patrik Lundberg

Education

Higher Vocational Education Diploma in Frontend Development, Nackademin, Stockholm

August 2021 — May 2023

A JavaScript-focused program with additional courses in HTML, CSS, CMS, and an introduction to backend programming. Two internships periods are included in the studies.

Master of Science in Marketing, Stockholm University, Stockholm

August 2016 — June 2018

30 ECTS Master's Degree Thesis on the subject of online brand identity.

Bachelor of Business Administration, Berkeley College, New York

September 2008 — April 2012

Major in Marketing and Management.

IB Certificates and High School Diploma, International School of Panama, Panama City

February 2004 — May 2008

IB Certificates in economics, history, English, and Spanish.

Employment History

Video Specialist at OMD Sweden - a global integrated communications agency, Stockholm

October 2020 — Present

Strategic and budget lead to clients' video and audio campaigns.

Identify new media outlets in order to improve clients' KPIs and ROI.

Building B2B relationships with media channels and creative agencies to ensure delivery and successful partnerships.

Representing OMD at industry events and seminars.

Video Coordinator at OMD Sweden - a global integrated communications agency, Stockholm

August 2018 — October 2020

Responsible for the planning and optimizing of clients' video and audio campaigns based on data-driven analysis.

Create follow-ups and future media recommendations to meet clients' main KPIs while ensuring high ROI.

Supporting the client lead in setting annual strategies and budgets.

Engaged in annual video and audio contract negotiations.

Sourcing different means of revenue through new media outlets.

Details

Heleneborgsgatan 9A

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Sweden

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Skills

TechEdge TV and radio analysis

MS Office (Excel, Powerpoint)

JavaScript

HTML/CSS

Git

GitHub

Social media platforms

WordPress CMS

Google Marketing Platform

Languages

Swedish

English

Spanish

Hobbies

Family and friends

Technology

Travelling

Football

Tennis

Skiing

Restaurants

Links

LinkedIn

GitHub

Marketing Communications Specialist at Guideline Geo - the world leader in geophysical instruments and software, Stockholm

June 2018 — August 2018

Project lead on a new product page on the website.

Creating and coordinating the content for the new page.

Responsible for daily operations on the website and social media channels.

Organizing the firm's participation in global industry trade shows.

Marketing and Sales Representative at Guideline Geo - the world leader in geophysical instruments and software, Stockholm

January 2015 — August 2016

Responsible for the firm's new website managed through WordPress CMS. Created content in the form of press releases, articles, product pages, and marketing material.

Optimized the SEO of the website.

Globally led the planning, budgeting, and execution of trade shows and conferences.

Customer Support and Sales Representative at 3 Sverige - pioneers on the global communications market, Stockholm

January 2014 — January 2015

Offered technical and economical solutions to clients.

Engaged in cross-selling methods to increase the company's revenue. Received the title of "Service Ambassador" six months in a row.

Public Relations Manager at TWELV Magazine - features a dynamic mix of music, contemporary art, and fashion, New York City

April 2012 — July 2013

Planned and executed all magazine launch events.

Directed strategies on all social media.

Created press releases, newsletters, and pitch letters for PR purposes.

Engaged in ad sales lead generation in order to generate revenue.

📁 Internships

Marketing Intern at Micky London - fashion and accessories, New York City

April 2010 — May 2011

Created, designed, and printed the catalog for the product line and managed all social media accounts.

Marketing Intern at The Romero Group - fashion and events, New York City

April 2010 — December 2010

Prepared and conducted marketing and fashion events as well as being responsible for all social media.

✦ Extra-curricular activities

Member of the Business Association (Föreningen Ekonomerna) at Stockholm University, Stockholm

September 2016 — June 2018

Participated in conferences, workshops, and career fairs organized by the association.

First-team player in the men's soccer team at Berkeley College, New York City

September 2008 — April 2012

2010 HVMAC Champion.

First-team player in the boys' soccer team at International School of Panama, Panama City

February 2004 — May 2008

During the whole educational period.

Three-time AASCA Champion.