

JASMINE RAMSTEN

GROWTH MARKETING STUDENT

CONTACT

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PROFESSIONAL SUMMARY

Growth Marketing student driven to uncovering how data reflects human behavior. By combining data analysis with creative strategies, I identify opportunities, optimize performance, and create campaigns based on real audience behavior to ensure business impact

SKILLS

PERSONAL

Well structured - Growth focused - Dynamic - Socially engaged - Audience-focused but brand-centered

PROFESSIONAL

Search Engine Optimization - Performance Marketing - Search Engine Marketing (Google & LLM) - Conversion Rate Optimization - Customer Relationship Management - GA4 - GTM - Shopify - Looker Studio - Lucky Orange - Meta Ads Manager

EDUCATION

Growth Marketing - Berghs School of Communications

Hands-on experience in digital marketing from a growth mindset. Courses include e-commerce, marketing communication, and business strategy, as well as skills in web analytics, conversion optimization, SEO, and performance marketing.

Currently available as an intern in listed roles

Music and Event arrangements - Campus Nyköping

Vocational higher education focusing on music and live events. The curriculum combines project management, music marketing, industry law, sponsorships and event production.

Media Communications - Östra Real

Upper secondary education specializing in journalism, media production, and copywriting with honors in English 7.
Final merit 22.5

INTERNSHIPS

BOCO ATELIER - Growth marketer

Jan 2026 - Currently

- Performance marketing for Meta, increasing web sessions with 125%
- Brand strategy and visual identity
- Web optimization and A/B testings to increase conversions

LUGER & LIVE NATION - Marketing assistant

Mar 2022 - Aug 2022

- Content strategy and creation for *Way Out West*, *Äre Sessions* and *Summerburst* social media channels
- Administrative management and web optimization for *luger.sea* and the *Way Out West-app*
- Assisting in preparation and coordination of artist briefs

UNTIED STAGE - Production assistant

Nov 2021 - Dec 2021

- Backstage assisting coordinator for the *Tim Bergling Foundation*, honoring his memory, music and mental health awareness
- Content creation and copy for Instagram

TCHIKANA - Production assistant

Jun 2021 - Jul 2021

- Production work for *12 TILL 12 AdenXAsme Part 3*
- Booking of props, catering, styling and scheduling via excel

FREMANTLE MEDIA - Production assistant

Dec 2019 - Feb 2021

- Production and stage assistant for *Masked Singer Sweden*
- Artist and backstage hostess for *Swedish Idol*
- Backstage hostess for *Sommarkrysset*