

# 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, Åre 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