

Experience

Rädda Barnen IT Product Manager

Responsible for technical development and management of operationally critical systems. Personnel responsibility over 6 people with different backgrounds such as Product Owner, Project Manager and Developer.

January 2023 – current

Rädda Barnen Product Lead

Product Lead for technical development within web, CRM, MA, analysis and payment solutions. Responsibility for the operational work as well as management of the team and discussions with the business. Key person for ownership of processes, routines and principles for operational structure of working methods and development process.

January 2021 – January 2023

Rädda Barnen Business Manager (Part time 50%)

Responsible for the business area monthly givers. The position was a temporary position for four months. Responsibility for decisions within the business, analyzes and campaigns to recruit monthly donors.

September 2020 – December 2020

Rädda Barnen Product Owner (Martech)

Product Owner of, among other things, Marketing Automation, CRM systems, payment systems and analysis tools. Link between business and IT when doing technical development to anticipate needs and drive business ideas from just ideas to implementations.

Maj 2019 – December 2020

Rädda Barnen Digital Strategist

Responsibility for collecting gifts in digital marketing channels. Responsibility for tactical marketing for one-time and monthly donations. Key person in implementation of the Marketing Automation system Salesforce Marketing Cloud.

January 2018 – April 2019

Maxus Creative Engineer

Responsibility for finding new opportunities for customers in digital marketing with a focus on automation, creative expression and data.

January 2017 – December 2017

Hertz Digital Sales & Analytics Executive

Responsibility for sales in digital marketing channels. Responsible for follow up and share data and results, implementation of campaigns and technical support for IT and partner agencies.

January 2015 – December 2016

IKEA Customer service agent (Part time – and full time)

Responsibility for customers interactions and contact regarding their questions about product range and complaints. Contact via phone and chat.

September 2009 – August 2013

Education**Hyper Island**

Digital Data Strategy

August 2013 – November 2014

Malmö University

Media science

August 2010 – June 2013

Code / Tools

HTML/CSS, SQL & DB, API:s, jQuery, CMS, Google Suite, Optimizely and others

Awards**Rädda Barnen**

Chosen as cultural spokes person

Maxus

Most entrepreneurial person

Hertz

Best use of online channels

Other**Hyper Island**

Assessment panel member

2016, 2018, 2020

References

References can be sent by request