



Karen O. Sellgren

Entrepreneur | Project & Product Manager

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Career Timeline

01/2016–05/2018 TikTok Country Manager	05/2018–11/2021 TikTok Music Product Manager	12/2021–11/2022 NetEase Game Creator Manager	12/2022–04/2023 Frever Producer	08/2023–12/2023 The Gang Project Manager	01/2024–06/2024 Career Break Enjoying My Mortgage	07/2024–04/2025 Postgraduate Full Stack Development	07/2024–Present My Projects Entrepreneur
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Skills

- CSS
- Data
- Agile
- Canva
- Figma
- Slack
- ChatGPT
- Analytics
- WordPress
- Bookkeeping
- Midjourney
- A/B Testing
- KPI Analysis
- Roadmapping
- Bug Tracking
- Mindfulness
- Generative AI
- Market Research
- Analytics Tools
- Email Campaigns
- Project Planning
- Google Analytics
- Campaign Management
- Product Roadmapping
- Agile Methodologies
- Statistical Analysis
- Operations Management
- Full Stack Development
- Monitoring and Analytics
- Requirement Specifications
- Event and Campaign Planning
- Product Lifecycle Management
- Cross-functional Team Leadership

WixJiraAsanaExcelScrumEnglishZendeskMailChimpAccountingBudgetingWooCommerceHTML & CSSKPI TrackingAgile/ScrumData AnalysisUser ResearchExcel ModelingMicrosoft ExcelData VisualizationMachine LearningBudget ManagementProject ManagementProduct DevelopmentProject CoordinationCompetitor AnalysisInformation AnalysisAI Product DevelopmentResearch and AnalysisArtificial Intelligence (AI)Stakeholder CommunicationProduct Lifecycle DevelopmentUser and Creator Acquisition

Languages

- Fluent
- Portuguese
- English
- Chinese

Learning

- Swedish
- Python
- JavaScript

Education

- Postgraduate Degree

Full Stack Development

Pontifical Catholic University of Minas Gerais

July 2024 – April 2025
- Bachelor's Degree

International Trade

Donghua University, Shanghai

January 2011 – July 2015

Certificates

- Certified Scrum Master

Scrum Master

Issued November 2023
- 汉语水平考试 4 (HSK 4)

Chinese Proficiency

Issued July 2014

Profile

After moving to Sweden, I've been paving my way into entrepreneurship while keeping my journey as a passionate project manager alive, 7+ years in global tech across social media, music streaming, and gaming. Led TikTok's launch in Brazil and Portugal, growing the user base from 0 to 1.5M daily active users in six months, and introduced real-time lyrics to TikTok Music. Making sure users find value in what I do is what really pushes me forward and excites me, it's always been my biggest driving force!

Employment History

Country Manager at TikTok, Shanghai

January 2016 – May 2018

- Launched TikTok in Brazil and Portugal in 2016
- Grew user base from 0 to 1.5M DAU within the first 6 months
- Brought over local creators from other social platforms to TikTok
- Created and implemented in-app content strategies to increase user retention
- Launched TikTok Live in Brazil and Portugal and acquired local live-streamers

Product Manager at TikTok Music, Shanghai

May 2018 – November 2021

- Drove 10K+ organic users during the alpha stage in Brazil via effective localization
- Introduced real-time lyrics, boosting 7-day retention by over 4%
- Led 5 outsource teams globally, enhancing weekly efficiency by 50%
- Cut monthly outsourcing costs by 20%, maintaining 95%+ lyrics coverage through a new AI-driven model

Game Creator Manager at NetEase, Shanghai

December 2021 – November 2022

- Led game developer growth at NetEase for the "Clicli" platform
- Established the Discord community, growing it to 400+ developers with 35 games
- Automated feedback collection to enhance game editing
- Conducted market research, analyzing competitors like Roblox and Yahaha to identify popular genres and creator fund incentives

Producer at Frever, Stockholm

December 2022 – April 2023

- Boosted daily user retention for Frever by enhancing social interactions between new users and Star Creators
- Launched Frever's Android app in Sweden, broadening its audience
- Streamlined the release of app versions with a clear roadmap and timeline
- As a project coordinator, managed four teams for efficient collaboration and timely task completion

Project Manager at The Gang, Stockholm

August 2023 – December 2023

- Facilitated the launch of branded games like FIFA and Wimbledon on Roblox
- Conducted competitor data analysis to inform strategic decisions
- Coordinated game production seamlessly across four distinct teams

Career Break, Stockholm

January 2024 – June 2024

- Decided to take a break to enjoy life and my mortgage—because why not?

Postgraduate, Pontifical Catholic University of Minas Gerais

Jul 2024 – April 2025

- Full Stack Development – My Portfolio: a glimpse into my journey. Here are some of my passion projects and a look into the skills I've honed in my postgraduate studies in Full-Stack Development.
 - [My Daugther's Baptism Website](#)
 - [Friend's Bday](#)
 - [Movie Night - The Room](#)
 - [Movie Night - Super Mario](#)

Entrepreneur, Stockholm

July 2024 – Present

- Smeagolize – building a platform that measures public sentiment on social media posts from brands and influencers. Turning subjective reactions into clear metrics like the ratio of positive comments and perception shifts over time.
- Aki Translations – a family business monetizing a shared skill: languages. Building a platform that helps businesses localize their content for different markets.