

Nils Goldingers

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Summary

Adept in AI and digital marketing, I significantly enhanced lead generation by over 50% at Marketinga Skola through innovative e-commerce strategies and data analysis. Fluent in three languages, my self-driven projects further honed my e-commerce acumen, showcasing my analytical prowess and linguistic versatility.

Skills

- AI-Optimized Campaigns
- Conversion Rate Optimization (CRO)
- Data Analysis (Pandas, Google Analytics)
- E-commerce Python Development
- Shopify development and customization
- Inventory Management and Tracking
- E-commerce platforms (Shopify, WooCommerce)
- AI-Powered Marketing Strategies
- SEO for e-commerce
- A/B Testing and User Analytics
- Lead generation and email marketing

Experience

07/2023 - Current
Personal Projects, **Self-employed**

- Developed advanced skills in AI, e-commerce, and digital marketing during career break.
- Strengthened Swedish language skills for e-commerce apparel business.

12/2022 - 05/2023
E-commerce Coordinator, **Marketinga Skola**

- Optimized marketing campaigns for higher customer conversion.
- Enhanced lead generation by boosting quality leads over 50% using cold email marketing.
- Researched competitors' activities in order to develop effective pricing strategies.
- Implemented A and B testing techniques to measure the effectiveness of various digital marketing initiatives.
- Developed and implemented strategies to optimize e-commerce website performance.

Education

07/2021
Professional Diploma, Business Administration
Liepaja State Technical School

Certifications

- English Certificate, 02/2025, EF SET
- Capstone: Retrieving, Processing, and Visualizing Data with Python, 12/2024, University of Michigan
- Python Data Structures, 12/2024, University of Michigan

- Implemented pricing strategies and optimized marketing campaigns to increase conversion rates.

Accomplishments	<ul style="list-style-type: none">Contributed to lead generation by increasing the amount of quality leads by more than 50% through a cold email marketing approach and social media content creation.
Projects	Christian Apparel and Accessory Store, 01/2025, Present, A faith-based e-commerce store specializing in Christian-themed apparel, accessories, and lifestyle products. The store features high-quality designs inspired by scripture, faith, and positivity, catering to individuals looking to express their beliefs through fashion. With a focus on modern branding, AI-generated designs, and Shopify customization, the store offers a seamless shopping experience for customers.
Languages	<div><div>Latvian: First Language</div><div><div>English:</div><div><div></div></div><div>Proficient (C2)</div></div><div><div>Russian:</div><div><div></div></div><div>Upper Intermediate (B2)</div></div></div> <div><div>Swedish:</div><div><div></div></div><div>Advanced (C1)</div></div> <div>C1</div>
References	References available upon request.