



Contact

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Address

Blåkullavägen 16, Strömsund.

Education

2007

Secondary education

Tewkesbury Comprehensive

2010

Event Management BA

Bristol University

Expertise

- Strategy
- Analytics
- Copywriting
- Storyboards
- Customer targeting
- Relationship building

Language

English (native)

Swedish (conversational)

Jack Sklenar

Social Media | Marketing

Driven Marketer that specialises in account management and Social Media at a professional level. With a focus on turning content into sales, reaching those decision makers and providing top level analytics to improve constantly. Finding, building and maintaining relationships is an important part of working life, whether that is with customers, suppliers or relevant professional connections.

Experience

2020- 2024

Rototilt Group AB

Social Media Manager

- Taking control of 3 channels in 2020 to over 25 in 2024, with a working strategy to maximise engagement.
- Responsible for content production and strategy implementation for administrators in 8 different countries
- Created and executed a digital event “excavator hero” that produced Rototilt's largest engagement month (1.8 million separate engagements)
- Developed a brand strategy to alter the perception of the company to end users.

2017- 2020

Engcon Group AB

Key Accounts | Brand Ambassador

- Managed supplier network in Australia from Sweden, resulting in an office placed in Sydney.
- Developed and progressed an influencer programme, where influential customers helped grow the brand in Australasia.
- Sourced new suppliers in Eastern Europe and South America.
- Assisted service partners with product faults, finding a solution and upselling complimenting products/solutions.
- Raising awareness of a niche product in an immature market by building relationships with potential customers who did not yet own the product.

2011 - 2017

Army of Angels Ltd

Fundraising & Events

- Sourced income for charitable organisation by finding reliable, ethical income streams
- Organised the most profitable income stream by building a team of fundraisers in house., cutting running costs by 17%.
- Managed 1 x large charity event each calendar year, Venue, entertainment, ticket distribution, etc
- Grew early social media channels to over 100,000 followers Through beta advertising.

Reference

Fredrik Berggren

Marketing Comms Director, Rototilt Group AB

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