



CONTACT ME AT

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LANGUAGE

- Swedish
- English
- French

SKILLS SUMMARY

- ★ Team Player
- ★ Leadership
- ★ Result Oriented
- ★ Independent
- ★ Quick Learner
- ★ Analytical

KNOWLEDGE

- Business Development
- Digital Marketing
- UX Design
- Project Management
- Data Analysis
- Programming (Python, SQL, HTML, CSS)

AWARDS

- 🏆 Awarded the President's Honor Roll thanks to excellent grades in all my subjects at Santa Barbara City College (2014)

PASSIONS

- ♥ Exploring New Places & Cultures
- ♥ Sports & Exercising
- ♥ Finance & Stock Market

WILLIAM NEEM LAAHANEN

PERSONAL PROFILE

A soon to be graduated M.Sc.Eng in Media Technology with a master's degree in Industrial Management & Human-Computer Interaction. Having a curious mind and knowledge within business development, digital marketing, data analysis, UX design & leadership, I am now looking for a position at an innovative company where I can continue to develop and use my strengths.

EDUCATIONAL HISTORY

KTH Royal Institute of Technology

M.Sc. Engineering in Business Management & HCI | Aug 2019 - Jun 2021

City University of Hong Kong

Exchange Term | Aug 2020 - Jan 2021

KTH Royal Institute of Technology

B.Sc. Engineering in Media Technology | Aug 2015 - Jun 2018

Santa Barbara City College

Liberal Arts | Aug 2013 - Jun 2014

WORK EXPERIENCE

Self-Employed

[Passionfruit Media, Stockholm](#) | Jun 2019 - present

- Started my own digital marketing agency where I help ecommerce companies with their marketing using Google Ads and Analytics.
- Developed my skills within communication, networking, sales, adaptability & time management.

Digital Marketing Analyst

[Accenture, Lisbon, Portugal](#) | Aug 2018 - Jun 2019

- Worked as a consultant for Accenture & was located at Google's office to analyze and optimize their Google Ads users' marketing strategies.
- A job that helped me improve my problem solving skills, to quickly absorb new information & my analytical mindset.

Floorball Camp Site Manager

[Star Camp, Gothenburg & Wellington, New Zealand](#) | 2015 - 2018

- Worked as a group leader, & later on as site manager for a floorball camp welcoming up to 700 kids during 4 weeks every summer. Had the ultimate responsibility over the kids and the 20 group leaders that worked. Done the same work for a smaller floorball camp in New Zealand that I was responsible of.
- Helped me to improve my skills within leadership, management, flexibility, handling pressure & to speak in public.

Head of Finance

[Media Technology Job Fair, Stockholm](#) | Mar 2017 - Dec 2017

- Responsible for all the economic decisions & administrative work regarding finance for the job fair of the chapter of Media Technology at KTH, hosting over 50 companies in 2017.
- Improved my skills regarding strategically thinking & working independently in previously unknown areas for me.