

## CAREER PROFILE

I come from a mixed background in Entrepreneurship, Marketing, and Project Management. I have recently specialized in Web Analytics with a special interest for CRO and Growth Hacking. My strength is hard work and fast learning of new platforms in order to make things happen.

## EXPERIENCES

### Web Analyst

2016

adidas HQ, Herzogenaurach

Six-month internship as Analyst with the Consumer Analytics team part of the Digital Experience department.

#### Responsibilities:

- Customer analytics: Analysis and reporting on web/mobile performance.
- Social media qualitative analysis.

#### Projects:

- Exploratory analysis of homepage customer behaviour.
- Toolbox analysis/proposal for mobile apps analytics.
- Review, testing, and prototyping of API Integrations.

### City Manager

2014 - 2015

Easy Taxi, Cancun

Easy Taxi is a start-up that became the leading taxi-booking app in the world, connecting taxi drivers and passengers, resulting in fast, convenient and safe rides, with just a tap of a button.

#### Responsibilities:

- Launching Cancun operations, reporting directly to the North
- Latam Managing Director.
- Team formation
- Financial planning and administration
- User Acquisition and life time value
- Marketing (online & of line)
- Day to day operations

#### Achievements:

- Cancun became the 3rd ranked city in terms of taxi adherents within the rest 11 months of operation (relevant KPI). Many marketing campaigns developed in Cancun have been deployed in other cities.

### Partner & Founding COO

2010 - 2013

Latin Pacific, Santiago

Latin Pacific created and organized regional e-commerce expo-conferences in Sao Paulo, Santiago, Buenos Aires, Bogotá, México City, Lima and Costa Rica, with 800 to 2.000 attendants.

#### Responsibilities:

- -Producing the events, websites and digital marketing.
- Online & Offline ticket sales in six different countries, with local payment solutions. -Digital Marketing
- Financial and administrative.
- Coordinating sponsorship sales associates.
- Post event analysis (local impact, product optimization) and follow up with sponsors.


#### Achievements:

- In three years, annual sales grew to US\$1 million with regional sponsors such as Visa, IBM, Oracle, Mercado Libre, Buscapé and many others. It remains the top events for the industry in Latam



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## EDUCATION

### Digital Data Strategy

Hyper Island  
2015 - 2016

### Advertising

DuocUC  
2001 - 2005

## LANGUAGES

Swedish (Basic)

Spanish (Native)

English (Professional)

Portuguese (Professional)

French (Intermediate)

## INTERESTS

Rock Climbing

Coding

travelling

## PROJECTS

### Winner Team - Transdev Society Hack 2015 -

Transdev - The French transport multinational- needed to make public transport more appealing for users. During 36 hrs, in combined efforts with policy makers in Sweden and +250 students from HyperIsland ideas in how public transport can Innovate and develop in the future where presented.

"These kinds of entrepreneurship will enable great change in the future"

(Mehmet Kaplan, Minister for Housing, Urban Development and Information Technology)

### Winner Team - P&G Prestige Cross Program 2015 -

Procter & Gamble - The American multinational consumer goods company - asked +250 students of Hyper Island to compete in teams presenting innovation cases for a specific product line during 36 hrs.

After the contest, we were contacted to help evolve some of the ideas and take them to a prototyping phase

### Daily Bits of -

Daily Bits Of - is a micro-learning platform, offering you short, daily emails with content about specific subjects, usually cases that make you reflect about the area of interest.

The case: helping them through data collection to understand how Daily Bits of "Power Users" behaved, and how to generate referrals from this segment

[Read the article](#)

## SKILLS & PROFICIENCY

