

TOVA PERSSON

Growth marknadsförare



Education

Berghs School of Communication

Growth Marketing Program

Linnaeus University – 30 ECTS

International courses in marketing analysis and international marketing strategy.

Halmstad University – 180 ECTS

Bachelor's degree in Business Administration, specialization in International Marketing.

Courses

Berghs School of Communication – Writing

Advanced knowledge in journalism, creative writing, and copywriting.

Management By Heart - For young leaders

Focus on the existential, ethical, and executive aspects of leadership.

Tools

- Microsoft 365
- Canva & Indesign
- Shopify & Optimizely
- Meta ads & Google ads
- Google Analytics
- Lucky Orange
- Looker Studio
- VS code

Skills

- SEO/GEO
- Performance marketing
- CRO
- CRM
- UX/UI design
- E-commerce strategy
- Tracking & measurement planning
- Email marketing
- Project management

Kontakt

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Profile

Data-driven growth marketer with experience in SEO, paid social, performance marketing, CRO, CRM, and e-commerce. Passionate about combining analysis, creativity, and user insights to drive measurable and sustainable growth through testing and continuous optimization.

Work Experience

Incoming Internship – Orange Juice Ecommerce Agency - 2026

Will work with Meta campaign management, ad setup and optimization, as well as research, analysis, and development of creative strategy. The role also includes financial steering and analysis for e-commerce companies, and potential work with retention and Klaviyo flows.

Berghs Project – Common Clouds - 2025-2026

Conducted analysis, strategy, and hands-on implementation of SEO, GEO, and CRO improvements for their e-commerce. Identified critical growth barriers in visibility and conversion and implemented actions to strengthen both traffic and performance through optimization of content structure, metadata, internal linking, and schema markup to increase E-E-A-T, clarify search intent, and improve AI understanding.

E-Commerce & Content Specialist – ACCO Brands - 2022-2025

Optimized product launches through data-driven analysis and strategic initiatives, and led projects, campaign activities, and competitor analyses to drive growth. Improved CRO and UX, produced banners and landing pages, and planned, executed, and optimized SEM campaigns. Continuously worked with KPI, POAS, and GM3 follow-up and strengthened PR presence in the Nordics with end-to-end responsibility.

Communications Coordinator – Markisol - 2021-2022

Responsible for social media, SEO, Meta advertising, and Google Analytics. Managed website content by creating and optimizing product pages and writing SEO-driven blog articles to strengthen customer experience and visibility.

Internship – Astrid Textiles - 2021

Applied practical knowledge across several areas of marketing, focusing on brand building in social media, development of communication plans, and increased digital presence. Also worked with order and inventory management in Visma and conducted a comprehensive analysis of the company's leadership, culture, marketing, finance, business systems, and inventory control, documented in a final thesis.