



Nellie Svensson

INTERNATIONAL DIGITAL MARKETER

PROFILE

Aspiring Digital Marketing Specialist with a strong foundation in international marketing, social media strategy, and sustainability marketing. I am a resourceful and resilient marketer who loves new experiences and has a proven track record of managing challenges creatively while excelling in cross-cultural environments. With experience in SEO, content marketing, social media management, data-driven campaigns and marketing analytics I have a strong ability to adapt strategies to different markets and build lasting brand connections. I am known for my problem-solving skills and a positive, team-oriented attitude that brings fresh energy to every project.

EDUCATION

● **Digital Marketing Manager**
Medieinstitutet | Malmö Aug 2024 - Dec 2025

A primarily practical Higher Vocational Education in marketing. Courses that are covered in this program:

- Marketing and Business Development
- Digital Marketing and Advertising
- Web Technology
- Search Engine Optimisation and Marketing (SEO & SEM)
- Content Marketing
- Influencer Marketing
- Web Analysis, Conversion Optimisation and Testing
- Media Planning, Strategy & Sales

Reference: Alessandro Lion - Teacher, alessio.lion@elevera.org

● **Master of Science in International Marketing**
Halmstad University | Halmstad Sep 2020 - June 2024

With a focus on International Marketing this Master's degree covered:

- Marketing
- Leadership
- Accounting
- Finance and
- National economics.

My thesis was written for Husqvarna and regards when in the customer journey it is profitable to invest in sustainability marketing.

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🌐 [linkedin.com/in/nellie-svensson/](https://www.linkedin.com/in/nellie-svensson/)

PROGRAMS

- Meta Ads Manager
- LinkedIn Ads Manager
- Google Ads
- Google Analytics
- Semrush
- Photoshop
- HTML
- CSS
- CRM - Hubspot
- Slack
- AI tools
- Social Media Channels
 - Facebook
 - Instagram
 - TikTok
 - LinkedIn
 - Snapchat
 - YouTube
- Microsoft Office
 - Excel
 - Power BI
 - Word
 - PowerPoint

SKILLS

- Marketing Analytics
- Data-Driven Campaigns
- SEO and SEM
- Social Media Marketing (SoMe)
- Content Marketing (CM)
- Branding
- Technical Proficiency
 - Facebook
 - Instagram
 - TikTok
 - LinkedIn
 - Snapchat
 - YouTube
- Soft Skills
 - Empathetic
 - Communicative
 - Problem-solver
 - Cross-cultural thinker
 - Passion for psychology
 - Design
 - Understanding global markets

LANGUAGE

- Swedish
Native
- English
Fluent
- Polish
Proficient
- Danish
Proficient
- Spanish
Conversational

EXPERIENCE

● Social Media Manager

Malmökransen AB | Copenhagen June 2014 - Present
I am the Social Media Manager for Flakfortet (a Danish island). Working with the brand's organic SoMe on Facebook and Instagram. Before this, I worked as their accountant and cashier.

Reference: Bengt Svensson - CEO
havnekontor@flakfortet.com, +46 70-277 17 50

● Co Worker

MAX Burgers | Löddeköpinge Mar 2017 - Present
This job has been a summer and weekend job in customer service where I provided exceptional customer service at multiple company restaurants, handling opening and closing responsibilities while adapting seamlessly to diverse teams and locations.

Reference: Martin Isendahl - Restaurant Manager
martin.isendahl@max.se

● Marketing Intern

MAX Burgers | Stockholm Jan 2023 - June 2023
Conducted a Share of Search analysis of Swedish fast-food chains, contributing to competitive insights. Participated in a TikTok campaign and executed customer segmentation analyses, supporting strategic targeting for MAX and its competitors.

● Entrepreneur

Easy Sell | Lund AUG 2019 - June 2020
I founded and operated a small business during high school, demonstrating resilience and adaptability by maintaining a profitable turnover despite COVID-19 disruptions.

VOLUNTEERING

● Halmstad Student Union

Halmstad University | Halmstad

- Board Member - July 2021- June 2023
- Co-Operative Manager in business committee "Karriär" - July 2022 - June 2023
- President of the event committee "Thorax" - July 2021- June 2022

Enhanced event brand positioning and engagement during challenging conditions, receiving an award for most dedicated member in 2022.

Reference: Victoria Gerelius, Vice-President 2022-2024,
victoria.gerelius@gmail.com

Reference: Felicia Jakobsson, President 2024-2025,
felicia.jakobsson01@gmail.com

GOALS AND VISION

Aspiring to become a Digital Marketing Specialist. Passionate about progressing into a global marketing role, with a specific interest in social media, SEO, and analytics. Driven by a fascination with cultural diversity, aims to contribute fresh perspectives to international teams and bring a dynamic, positive energy that inspires innovative solutions.