


 <b>87</b> Happy Clients	 <b>20</b> Years of Experience
 <b>200+</b> ROI on Campaigns	 <b>270</b> Projects Done

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I am a Marketing & Communications Specialist who loves the meeting of communication, technology and business.

The last 20 years I have helped businesses improving their brand, lead generation, business and communication, using a omni-channel way of thinking.

The last ten years I have had the pleasure to be at the fore front of cutting edge digital marketing tactics. I thrive in a dynamic and fast paced organisation with a focus on growth and people, like Tele2 IoT and startups disrupting the world of banking and analytics like Froda and Proof Analytics.

Technology is the heart of great marketing. Helpful and engaging messaging and content is the soul. I love both.

Hope to talk to you soon.  
/Fredrika

## MANAGEMENT



I have managed groups from 4 to 14 people. I love the energy that comes from a well working group in combination with the focus of a BHAG visualized vision and goals.

## DIGITAL



ABM, SM, SEM, SEO, Programmatic, analytics and website development. Yes, I love it! Maximize sales with targeted communication. Personalize the message with new technology. Engage your audience with an omni-channel experience.

## BRANDING



I have developed brand platforms and implemented them together with sales, marketing, product/delivery and HR. A brand is so much more than your website and corporate profile - it is how you are perceived - in ALL channels.

# CV

## Professional Experience

### Head of Marketing, PROOF | Automated Marketing Mix Modeling

2019-

Proof is an American startup expanding in Europe and India. Proof was started as a result of the challenge that so many Marketing & Communication professionals are faced with today – the demand to prove the business value of marketing. Many Fortune 1000 enterprises use Marketing Mix Modeling (MMM) to connect marketing activities to sales and profit. The problem is that it requires expensive PhDs that are hard to find, and that the process is slow. This is why most companies only use MMM for their most important product categories and a few selected geographical markets. Proof has automated the use of these algorithms making Marketing Mix modeling way faster, more accessible and affordable. With Proof Analytics companies can run MMM as often as they like for all product categories in all markets – constantly improving their marketing mix and ROI.

#### *Main responsibilities:*

- Branding
- PR
- Lead generation strategy & set up
- Messaging & communication
- Content marketing planning & production (articles, podcasts, videos)
- Execute on marketing strategy in all channels (Website, Social, SEO, SEM, Display, DR)
- Analytics
- Managing the marketing team of 4 (Sweden, US)
- Coordinating marketing and communication with sales (Sweden, US, India)
- Part of management team, global

### CMO, FRODA | A fintech helping businesses owners

2017-2019

Froda helps businesses owners to grow their companies. We believe all companies should have the right to a good financial support when needed. To enable investments for smaller companies and make them sprout is important, not only for the business owners, but for Sweden. Froda is an e-commerce, with a 100% online service.

#### *Main responsibilities:*

- Branding
- Marketing strategy
- Lead generation, content marketing

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- Execute on marketing strategy in all channels (Website, Social, SEO, SEM, Display, DR)
- Analytics & reporting
- Part of management team

### **Marketing Manager, Tele2 IoT**

**2016-**

Tele 2 IoT orchestrates communication between devices and machines, to help companies launch successful local and global IoT solutions.

IoT is continually maturing, with new technological developments and new possibilities taking things to the next level. Having the right connectivity partner can make the difference between failure and success. By a best-of-breed partners program and a high quality IoT offering Tele2 IoT can truly help reduce the complexity of both large- and small-scale IoT deployments.

No matter where a company is on their IoT Journey Tele2 IoT is ready to help them to simply connect their world.

#### *Main responsibilities:*

- Packaging and naming of products and services
- Messaging and communication concept
- New website development
- Full responsibility for all digital channels (Website, Social, SEO, SEM, Display, ABM)
- Lead generation
- Content planning & production (articles and video)
- Campaign planning partners
- Account Based Marketing strategy
- MA and CRM strategy and implementation

### **MARKETING MANAGER, VENDEMORE (today a part of Bisnode)**

**2013-2016**

By providing targeted digital advertising to Fortune 2000 B2B Companies Vendemore helps increase their sales pipeline, lower percentage of lost sales and increase revenue on strategic accounts. The concept is called Account Based Marketing. Vendemore is an entrepreneurial fast paced organization with high ambitions and crazy talent. The last two years Vendemore has grown to be one of the highest performing global ABM company, recently nominated as one of the COOL companies by Gartner.

#### *Main responsibilities:*

- Business Plan development
- Marketing Strategy & Marketing Plan
- Implementation of Marketing Automation Tools

- Content Marketing Strategy and Production
- Implementation of new Corporate Profile and Website
- Account Based Marketing
- Planning and Execution of Lead Generation Campaigns
- Social Media Management (including social media targeted advertising)
- SEO & SEM
- Analytics and reporting
- Event Management (from idea to execution)
- Part of Management Team

#### **KEY ACCOUNT MANAGER, VENDEMORE**

**2011-2013**

Vendmore provides targeted digital advertising to complex selling B2B companies to increase sales pipeline, lower percentage of lost sales and to increase revenue on existing clients. The concept is called Account Based Marketing. I was hired as a KAM 70% and marketing 30%. This was later changed into Marketing Manager 70% and KAM 30%. I hit my sales targets from the first month as KAM but realized that Vendmore needed more marketing support than a couple of days a week. Meeting with Vendmore customers was as important to me in both roles.

##### *Main responsibilities:*

- KAM and project manager
- Develop ideas and communication concepts
- Develop and manage campaigns (digital, traditional and events)

#### **PROJECT MANAGER, COMMUNICATIONS & BRANDING, BOMAN COMMUNICATIONS**

**2009-2011**

Boman Communications is a B2B agency with experts on how to increase marketing efficiency for the manufacturing industry. By combining a high understanding of the customer's business with smart IT-tools and a high level of creativity we helped clients like Inspecta, Hiab and Porsche to increase sales by using efficient communication. I managed projects from idea to implementation. Examples of projects are executing a marketing campaign, implementing a new process for how to communicate in a product launch (internally and externally) and writing sales and marketing material.

##### *Main responsibilities:*

- KAM and project manager
- Develop ideas and communication concepts
- Copy writing
- Develop and manage campaigns (digital, traditional and events)

**PROJECT MANAGER, COMMUNICATIONS & BRANDING,  
EXPORTRÅDET/SWEDISH TRADE COUNCIL (STC)**

**2007-2008**

I was asked to join the communications department for 3 months to introduce a more strategic and long-term perspective on how to develop the STC brand and identify necessary marketing tools. 3 months were extended to 14 months. Together with the communications department I outlined a brand platform for the Swedish Trade Council - how it could be communicated to achieve a higher understanding of their full offer in the market. I coordinated projects within sales, delivery, HR and marketing. As a result, I helped implement a new name, logo, profile, corp. language, messaging and communication concept.

*Main responsibilities:*

- Positioning and branding analysis
- Develop a brand strategy
- Develop a two-year communication plan
- Coordinate marketing-, HR-, sales- and delivery processes
- Reporting to VP MarCom

**PROJECT MANAGER & FOUNDER/PARTNER,  
FABRIC ADVERTISING AGENCY**

**2005-2007**

I started Fabric Advertising Agency together with three colleagues in 2005. In two years we grew from four to twelve people and developed communication for companies within B2C and B2B. Fabric handles the full process from brand strategy to creative concepts and execution, for both traditional and digital media.

*Main responsibilities:*

- Sales, new business
- Developing partnerships
- Workshops, analysis, positioning and branding
- Communication planning
- Project & production management
- Founder & Part of the management team

**MARKETING MANAGER, APPGATE NETWORK SECURITY**

**2003-2005**

AppGate is an IT-security company with a high focus on flexibility and mobile security. Together with AppGate CEO Göran Marby I was responsible for partner relations and marketing.

*Main responsibilities:*

- Sales support material
- Develop business- and marketing plan

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- Events and PR, including writing press releases (eng and swe)
- Development and implementation of a new corporate profile and website
- Development and implementation of a new partner process
- Partner relations

## **PROJECT MANAGER KAM, MOGUL**

**2000-2002**

My challenge at Mogul, a Nordic Interactive Marketing Agency, was to find the best way of how to make customers online presence support their core business. I managed projects for clients like Skandia, SVT "Packat & Klart" and the newspaper "Vi i villa" etc.

### *Main responsibilities:*

- Web project development, from first client start meeting to delivery and project follow-up
- Workshop & Analysis - describe communicative goals and project objectives.
- Ad-on sales & customer relations

## **TELIA INFOMEDIA REKLAM & TELIA INFOMEDIA RESPONS**

**1995-1997**

[Please see "Education" for activities between 1997 and 2000]

A trainee program including Finance, Business Law and Marketing, with full time employment during 12 months plus summers.

### *Main responsibilities:*

- Development and launching of EMFAS, the B2B catalogue first on CD-ROM and then on the Internet ([www.emfas.com](http://www.emfas.com)).
- Produce material and execute seminars to inform sales force about new Fair Trading
- Product Manager Assistant
- Business Manager Assistant
- Assisting in internal process description and documentation, coordinating sales, production and support

# Education

## **LEADERSHIP TRAINING, KONSULTGRUPPEN PRIMA (2 DAYS)**

**2003**

How to optimize your skills and enhance personal leadership.

## **CHANGEMAKER (KAOS PILOTERNA), PROJECT MANAGEMENT PROGRAM**

**1999-2000**

Project management program focused on the interactive media sector. A one-year program not only focused on traditional project management but also sales (SPIN) and how to balance result, teambuilding and creativity. Management courses were held by Kaos Piloterna, in Denmark.

## **UNIVERSITY HTU, BACHELOR'S IN ECONOMICS/MARKETING**

**1994-1998**

A four year long education that, besides the traditional courses, also included one year of professional training, cooperative education at Telia InfoMedia, Stockholm.

## **RMI BERGHS, MARKETING AND ADVERTISING**

**1991-1992**

Education in Marketing and advertising with some of Sweden's top profiles from real life industry and commerce.

# Extra curricular activities

## **AEROBIC AND FITNESS INSTRUCTOR, WORLDCLASS**

**1996-2012**

Working out have always been important to me, helps me to keep a high energy level and a good balance in life. And it's fun!

## **STUDENT AMBASSADOR, HTU**

**1998**

As student ambassador I represented HTU at different events and seminars in Sweden. Main task was to market and present the HTU concept of COOP (Cooperative Education) that combined theory with practice and experience from real life.

## **VICE CHAIRWOMAN, STUDENTS ORGANISATION, HTU**

**1994-1998**

Main task was to enhance interaction between students at HTU and students at other universities and HTU students and HTU management.