

LOVISA SJÖBLAD

DATA ANALYST STUDENT AT IHM | FORMER MARKETING PRODUCTION MANAGER



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Sthlm

PROFESSIONAL SUMMARY

Media and Marketing Production Manager with 7+ years of experience in executing high-quality campaigns, managing stakeholders, and leading creative teams. Currently training in Digital Data Analytics to turn data into actionable insights. Seeking an internship to apply data-driven decision-making and advance my analytical skills.

SKILLS & TOOLS

- **Project Management, and Digital Marketing:** Wrike, Microsoft 365, Google Workspace, Miro, Meta Business Suite, Mediatool.
- **Digital Analytics & Reporting:** GA4, Google Tag Manager, Hotjar, Looker Studio, SQL
- **Creative & Design tools:** Canva
- **Web Development skills:** HTML, CSS, JavaScript, Wordpress
- **Other Skills:** Traffic Analysis, Data Collection, Insight Generation, Stakeholder Management, Client Success, Cross-functional Team Leadership

PROFESSIONAL EXPERIENCE

DIGITAL MEDIA MANAGER, TV4 MEDIA

April, 2019 – May, 2023

- Managed and produced digital marketing campaigns for TV4 and Cmore, such as:
 - Masked Singer, Idol, Bachelor, Bachelorette, etc.
- Created and pitched compelling digital marketing concepts tailored for trailers, social media Channels (SoMe), digital out-of-home (DOOH), and print.
- Managed end-to-end production logistics, meticulously creating schedules, overseeing budgets, and ensuring seamless delivery both in-house and to external partners.
- Lead a team of creatives, fostering collaboration and innovation to achieve campaign objectives.
- Cultivated and maintained relationships with external production companies and freelancers, handling bookings and contractual agreements with finesse.

FREELANCE PRODUCTION LEAD AND MANAGER

Various Clients including SVT, Warner Bros, Epidemic Sound

Sep, 2017 – Nov, 2019

Acted as Production Lead and Manager for high-profile projects, including Svenska Nyheter (SVT), Farmen VIP (Strix Television), and the Swedish version of The Bachelor (Warner Bros). Oversaw logistics, schedules, and team coordination to ensure seamless delivery and high client satisfaction across multiple productions. Project Lead for Epidemic Sound's catalog repackaging, adapting a 65,000-song library for streaming platforms like Spotify. Additionally, managed commercial productions with Crisp Film for brands such as Peab and Halebop.

EDUCATION

DIGITAL ANALYTICS SPECIALIST | IHM

2024– PRESENT

Focused on analyzing digital traffic, user behavior, and engagement. Skilled in tracking, data collection, usability testing, tag management, and data visualization.

BUSINESS DEVELOPER | HYPER ISLAND

2021–2022

Gained expertise in strategic planning, business development, and implementing digital solutions to drive growth. Trained in leveraging trends and technological advancements to optimize business models.

Hi,

I've always loved the excitement of stepping into new fields and taking on fresh challenges, which is what drew me to the world of digital analytics. I'm now in the process of combining my 7 years of experience in media and project management with new skills in digital analytics to make a meaningful impact by turning data into actionable insights.

With a strong background in project management and a passion for problem-solving, I'm enthusiastic about the chance to contribute to your team. My positive attitude, collaborative approach, and adaptability have always been assets in building productive work environments and achieving high-quality results.

What drives me is the challenge of meeting goals within tight budgets and timelines, communicating insights that inspire action, and creating strategies that align with business objectives.

Throughout my career, I've honed a detail-oriented, proactive approach that ensures precision and continuous improvement in every project.

In my studies as a Digital Analytics Specialist, I'm learning how to leverage data to drive growth, enhance customer experiences, and inform strategic decision-making. This education, combined with my hands-on project management skills, has given me the tools to approach challenges analytically and strategically. I'm now looking for an internship where I can apply these skills, learn from a talented team, and contribute to your company's success.

Thank you for considering my application—I look forward to the opportunity to bring my unique background and passion for analytics to your organization.

Best regards,

Lovisa