

MATILDA JERNEVAD



Sven Rinmans Gata 4, Stockholm



0701-471 424



matildajernevad@gmail.com



[Linkedin.com/in/matildajernevad/](https://www.linkedin.com/in/matildajernevad/)



I would like to help your company grow by generating new business opportunities and building your brand. My motivation is to make a change, to learn and to achieve concrete results. With over 15 years of international B2B marketing and communication expertise from the fast-paced IT industry, I am adaptable, positive and tech savvy. Communication is my passion. I am a writer, speaker, and storyteller. Finally, I am strategically skilled but at the same time I am an operational doer that gets tasks done quickly.

EDUCATION

International Business Program German, Marketing, Strategy

Diploma: Master of Science in Business Administration

University of Linköping, Sweden

1997 - 2002

International Strategy & Marketing

University of Hamburg, Germany

1999 - 2000

Social economics studies

Vadsbögymnasiet Mariestad, Sweden

1992 - 1995

COURSES

English Copywriting

Berghs School of Communication

Strategic Presentations

Dale Carnegie Training

Communication & Leadership

Dale Carnegie Training

WORK EXPERIENCE

HEAD OF MARKETING

Columbus Sweden AB, Stockholm, Sweden | January - May 2020

- Lead the marketing department, Member of leadership team
- Lead and develop PR and brand awareness strategy
- Responsible for go-to-market strategy and marketing budget
- In three months, I established a new communication framework and aligned marketing and communication for all business areas

CATEGORY MARKETING MANAGER

SAMSUNG AB, Stockholm, Sweden | April 2018 - December 2019

- Responsible for marketing strategy, planning and budget for Samsung's IT products in the Nordics, both B2B and B2C
- Changed communication from product oriented to value and thought leadership oriented
- Implemented marketing automation system Eloqua and new inbound marketing strategy
- Awareness and demand generating programs targeted at B2C audiences for gaming monitors and SSD memory products. Result: brand awareness up 40 % and CTR up 20%

REGIONAL MARKETING MANAGER

OPENTEXT, Stockholm, Sweden | September 2015 - April 2018

- Responsible for developing and deliver marketing plans for large Enterprise accounts to meet Nordic pipeline objective
- Develop account-based marketing (ABM) strategy in close collaboration with sales for enterprise accounts
- Localize global brand communication. manage locally produced digital campaigns
- Event and Team Manager for OpenText Innovation Tour Nordic with over 300 attendees and 50 partners and international speakers

EXPERTIZE

Content marketing
Digital marketing
Marketing communication strategies, planning
Market analysis
Storyteller, copywriter
International B2B marketing
Change management
Budget and resource management
Leadership, Mentoring, Coaching
International project management
PR – Media relations
Brand Strategy

COMPUTING SKILLS

Microsoft Office
Adobe Photoshop
Adobe InDesign
Adobe Dreamweaver
CMS EPiServer, Wordpress
CRM Salesforce, SAP
Marketing Automation
Eloqua, Hubspot, Marketo

WORK EXPERIENCE

MARKETING PROGRAM MANAGER EUROPE

OPENTEXT, Stockholm, Sweden | August 2014 – September 2015

- Responsible for strategy, planning and budget of marketing programs in Europe for the managed services business unit.
- Act as a communication and information hub between global product managers and regional sales and marketing managers.
- Align messaging within all channels and facilitate learnings.
- Change management – merging activities of two separate units.

MARKETING MANAGER NORTHERN EUROPE

OPENTEXT, Stockholm, Sweden | January 2014 – August 2014

- Lead the marketing strategy and planning for the Nordics and Benelux
- Budget responsibility, cost analysis of marketing activities
- Lead and develop messaging and campaigns for the region.
- PR and thought leadership planning, management of PR agencies
- Member of the management team.
- Responsible for C-level marketing programs.

NORDIC MARKETING MANAGER

OPENTEXT, Stockholm Sweden | January 2013 – January 2014

- Responsible for growing demand and awareness and delivering marketing plans to meet pipeline objectives.
- Managing the Nordic marketing budget.
- Localize global communication concepts.
- Supervise third party marketing suppliers, including PR, media, production, and telemarketing agencies.
- Event Manager for OpenText Nordic customer day with over 250 attendees and 50 partners. Received OpenText Event Excellence Award in EMEA

MARKET ANALYST

Projectplace Intl AB, Stockholm, Sweden | January 2011 – January 2013

- Established the market analysis function
- Market, trend, and target group analysis
- Go-to-market strategies with recommendations of new business opportunities
- Competitor analysis – Resulted in hands on sales arguments.
- Report writer and blogger. Recent publications:
 - Social business – a future game changer
 - Trends that empower
 - Engagement – Key to business success in 2013
- Spokesperson and Keynote speaker at events

BUSINESS MANAGER

Projectplace Intl AB, Stockholm, Sweden | May 2010 – January 2011

- Responsible for pricing and packaging strategies
- Represented the marketing department in the product council

LANGUAGES

Swedish

Native tongue

English

Fluent skills

French

Fluent skills

German

Fluent skills

AWARDS

EMEA Event Award Excellence

OpenText

2013

WORK EXPERIENCE

CAMPAIGN MANAGER

Projectplace Intl AB, Stockholm, Sweden | August 2009 – May 2010

- Project Manager of global marketing campaigns
- Responsible for concept, planning, execution, and budgeting in collaboration with the international sales and marketing teams.
- Production manager of sales and marketing material

ONLINE MARKETING & WEB MANAGER

Projectplace Intl AB, Stockholm, Sweden | March 2007 – August 2009

- Responsible for Search Engine Marketing and Search Engine Optimization.
- Responsible for the advertisement in social media.
- Responsible web production, strategy, content, and analysis.
- Project Manager for the new website with a new graphical profile

COUNTRY MANAGER

Alatest AB, Stockholm, Sweden | August 2005 – March 2007

- Responsible for the launch of the service, both strategy and implementation in France, Scandinavia, and the UK
- New business development. Sales negotiations with the result of establishing pan European partnerships
- Responsible for online marketing and advertising

MARKETING & COMMUNICATION

Mylykoski Sales, Paris, France | October 2002 – August 2005

- Project Manager of events and board meetings in France
- Marketing activities for VIP customers
- Responsible for marketing material, website content in French

INTERNSHIP MARKET ANALYSIS AND BRAND STRATEGY

Swedish Institute of Management, Brussels, Belgium | February 2001 – May 2001

- Created a brand strategy for the launch of the service on the international market