



ANNA TORSTENSSON

DIGITAL ANALYST & DESIGNER

I'm a data driven marketer with a background in Graphic Design and Entrepreneurship. I'm about to complete my studies and am currently looking for an internship or job within the field of digital marketing.

EXPERIENCE

2011-07 - Present

Freelancer *Sole proprietorship*

As a freelancer, I started to do graphic design work. Today, I offer lectures in marketing and how to, both set up and analyze, Google Analytics reports.

2011-12 - 2014-08

Marketing Manager *Venture Cup East, Full-time*

The main responsibilities were to recruit participants into the Venture Cup competition, and to collaborate with partners connected to the organisation. In addition, I renewed the brand's graphic profile. Finally, I got experience in communication via several different channels, and most importantly, as a speaker; I held several workshops of entrepreneurial character.

2011-09 - 2011-12

Eventcrew *BSP Event & Sponsoring, Part-time*

Worked independently to market products in a booth at grocery stores.

2010-06 - 2011-06

Editor in Chief *LiTHanian, Part-Time*

As a part time employee in the Student Union while studying at the University, I held the position of Editor in Chief for the members magazine LiTHanian. We were an editorial team of nine people.

2011-01 - 2011-09

Thesis *Stora Enso Skoghallsbruk*

Formed a strategy for recruitment at fairs for the company. Included boot design, giveaways, clothing and how to make conversation with visitors.

2007-06 - 2011-08

Coordinator *Ekebackens bär*

In our family business, a berry cultivation company, I've had multiple responsibilities. In addition to berry-picking, I've managed both sales and orders, supplied goods, planned deliveries, and worked with marketing.

EDUCATION

2014-08 - Present

Digital Data Strategy *Hyper Island*

2008-08 - 2011-10

Graphic Design & Communication *Linköping University*

2005-08 - 2008-06

Visual Arts *C4 High School*

SKILLS

Google Analytics ●●●●●●●●●●●●●●●●●●●●

Google Adwords ●●●●●●●●●●●●●●●●●●●●

HTML/CSS ●●●●●●●●●●●●●●●●●●●●

Javascript/jQuery ●●●●●●●●●●●●●●●●●●●●

Excel ●●●●●●●●●●●●●●●●●●●●

Project Managment ●●●●●●●●●●●●●●●●●●●●

Team Player ●●●●●●●●●●●●●●●●●●●●

Adobe Photoshop ●●●●●●●●●●●●●●●●●●●●

Adobe Illustrator ●●●●●●●●●●●●●●●●●●●●

Abobe InDesign ●●●●●●●●●●●●●●●●●●●●