

Alva Götesson

+46 76-834 56 77 | gotessonalva@gmail.com | [Linkedin](#)

PROFILE

Hardworking and dedicated to always find solutions and eager to provide high quality work. Strong organizational and learning abilities. Works efficient with great communicational skills.

EDUCATION

- IHM Business School** Malmö
Higher Vocational Education Aug 2021 - May 2023
- E-commerce manager
- Linné University** Online
Individual course June - July 2021
- Basic course in web management and UX design
- Karlstad University** Online
Individual course Feb - June 2021
- Image in social media - legal and ethical right in publishing online
- Extra-curricular online courses** Online
Individual courses Jan - Nov 2021
- SEO-course, WordPress advanced course, Basic and advanced Excel courses

EXPERIENCE

- Fri Kommunikation AB** Brantevik
Brand manager & Digital project manager May 2022 - Present
- Strategic and operational work within content, marketing, events and brand-strengthening initiatives.
 - Full responsibility for the website.
 - Attending customer meetings and maintain profitable relations.
- Digital Consult** Online
Sole Proprietorship June 2021 - Present
- Provides assistance to businesses and individuals with SEO, SEM, social media, copy writing, ads, research, marketing strategies, building and maintenance of website and customer relationship management.
- Österlen Choklad / Swedish Cacao Company** Skåne-Tranås
Sales representative at chocolate factory Oct 2020 - present
- Full responsibility for the store and answering the company phone during working hours.
 - Started with SEO fall 2021 and paid ads spring 2022 as digital consult.
- Grevlundagården i Vitaby AB / Stall DS** Vitaby/Strömsholm
Headgroom and rider 2017 - Oct 2020
- Worked independently and on a team with responsibility for 15 horses.
 - Structured and prioritized work to complete assignments in a timely, efficient manner.
 - Planned and organized trips through out Europe with up among 15 horses, 3 trucks and 9 people. Holds a HGV license.

KEY SKILLS

SEO, SEM, Office 365 - Excel, WordPress, WooCommerce, Shopify, Squarespace, Mailchimp, Facebook Ads Manager, Google Analytics, Search Console, Canva, Google Ads Certificate, LinkedIn Campaign Manager.

Languages: Swedish (native speaker), English (fluent).