
MARKUS BLOMBERG - CURRICULUM VITAE

Passionate, Creative, and Hard-Working Digital Marketer



High-quality, audience-tailored, and channel-optimized digital marketing communication. That is what I do. With experience in web, digital content, SEO, CRO, ABM, UX, Marketing Automation, and digital advertising, I work insight-driven and results-focused. I identify growth opportunities through analysis and transform insights into effective solutions that strengthen your digital presence. Whether the goal is to increase organic traffic, improve conversion rates, generate more and higher-quality leads, enhance customer relationships, or streamline channels, I deliver. With a broad skill set in digital marketing, as a 'Full Stack Marketer', I see the big picture and drive business growth.

Professional Experience

Content & SEO Manager, ABAX (B2B SaaS), June 2024-December 2024



- Developed and implemented data-driven strategies, processes, and workflows for the web, Content Marketing, and SEO.
- Conducted content audits, keyword analyses (Ahrefs), and other tactical analyses and tests (Hotjar, GA4, Plausible, Piwik PRO, Screaming Frog, etc.) across multiple markets.
- This included introducing content templates, content creation, Product Marketing, product newsletter (HubSpot), and landing pages.
- Planned and managed web analytics, web editing (DatoCMS), web optimization, video and design projects (often in collaboration with a design agency), and reporting to ensure measurable results.
- Contracted an SEO agency and acted as the internal POC for content-related matters.
- The challenge was to increase revenue from organic traffic. I achieved a 20% increase.

Senior Content Marketing Specialist, Hypergene (B2B SaaS), 2021-2024



- Content Marketing focusing on the web, SEO, landing pages, and articles/posts.
- Effectively connected content with channels using LinkedIn, Google Ads, Bing Ads, ABM campaigns, and Email Marketing (Upsales) to achieve marketing goals.
- Managed the newsletter, website, web editing (Umbraco), launched a new web look, and collaborated with a digital agency to improve usability, structure, engagement, and performance. This was achieved through CRO, UX, and SEO work, along with tests and analyses (GA4, GSC, Looker Studio, Hotjar, VWO, Semrush, and Screaming Frog).
- Managed budgets for the digital agency, LinkedIn, and SEM (Google Ads and Bing Ads).
- Delivered outstanding results in traffic, conversions, and channel performance.

Senior Content Creator, Stockholmsmässan (B2B/B2C), 2019-2020



- Created and managed marketing activities and campaigns with an operational focus on different websites for various trade shows (Sitecore), SEO, Email Marketing (Bizwizard), and social media (Facebook, Instagram, and LinkedIn).
- Managed budgets, media purchases, and continuously optimized campaigns based on data and A/B testing, partly in collaboration with a media agency.
- Contributed tactical knowledge and analysis regarding CRO and landing pages (Unbounce) for 30 separate websites as well as marketing and media plans.
- Prepared for the launch of the Marketing Automation tool Salesforce Marketing Cloud, including the development of training materials.
- Left due to the pandemic, along with half of the marketing team.
- The challenge was to increase digital sales, and I achieved a 50% increase.

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IM Consultant / Marketing Manager, Knowit Experience (B2B/B2C), 2018-2019

- I was responsible for Knowit's Inbound Marketing offering as part of the Performance team, working as a consultant (resource/projects/retainer). This meant that I participated in and led projects (SEO, web editing, Marketing Automation, personas, CRO, etc.).
- Simultaneously, I worked as Marketing Manager for Knowit Experience's digital marketing, driving the blog forward, writing white papers, identifying and writing case studies, and working with the MA system (HubSpot), the CMS (Episerver/Optimizely), and LinkedIn.
- I was also the Partner Manager for Hubspot and learned a lot about Marketing Automation.
- The blog I managed for Knowit Experience was awarded Sweden's Best Business Blog.



Marketing Specialist, OP5 (B2B SaaS), 2016-2018

- Managed website operations, including launching a new site, handled SEO, blog content, white papers, webinars, sales support, Partner Marketing, customer surveys, PR, the digital press room (Cision and PR Newswire), Account-Based Marketing (see a column in *Dagens Media*), design projects, events (own events and OpenStack Days Nordic) and digital advertising, primarily on social media platforms (Facebook, X, LinkedIn).
- Handled some CRM reporting, outsourced external appointment booking services, and managed Marketing Automation (Pardot) and Email Marketing (eMarketeer) before transitioning to the MA system.
- Developed parts of the marketing strategy, but I primarily focused on operational tasks.
- ITRS Group acquired the company, and only a few employees were retained.



Communications Officer, Brand Factory (B2B), 2016

- Worked on blog posts, news updates, SEM, SEO, external and internal newsletters (Apsis), digital event planning and managed the digital press room (Cision).
- Edited and managed the intranet, social media, and two Swedish websites (Drupal).
- Project Manager for a new Nordic intranet (WordPress) and was responsible for implementing a new internal communication tool.
- Ineko acquired the company, and the marketing departments were merged without me.



Marketing Manager, Fria Tidningar (B2C), 2014-2015

- Started as a Marketing Coordinator and later took on broader responsibilities.
- Campaigns, PR, content, digital marketing, events, web editing (WordPress), and SEO.
- Worked operationally primarily and as a project leader in collaboration with IT, designers, customer service, media agencies, market research firms, and telemarketing agencies.
- Managed tasks under challenging circumstances, including the company's bankruptcy.



Education

Bachelor's in Media and Communication

Stockholm University, 2009-2012

Work during studies: Marketing Assistant, IDG (B2C), 2011-2012

Digital Strategy - Hyper Island, 2020

Public Relations - Berghs School of Communications, 2015

Critical perspectives of political messages and PR campaigns

in audiovisual media - Yale University (via Stockholm University), 2012



References, Certifications, & Software Knowledge

On [my website](#) and my [LinkedIn profile](#), you will find work samples, references, case studies, results from logic tests, courses, and certifications. Additional references are available upon request. The certifications and courses (50) are primarily linked to the software I've used, showcasing my commitment to staying updated and maintaining a strong operational skillset.