

JOHNNY KARLSSON

Curriculum vitae



PROFILE & OBJECTIVES

As an elite athlete I have developed certain skills such as being target oriented. I am an analytic and hands-on person with a gut feeling for marketing. One of my strongest characteristics is my ambitiousness to always perform at the best. In the future I see myself working with tasks connected to relationship marketing, business development, marketing strategies and customer interaction.

EDUCATION

09/2009 – 06/2013

Degree of Master of Science in Business Administration and Economics, Umeå University, Umeå, Sweden

Field of study: Service Management & Marketing

Thesis: Airline passengers attitudes towards relationship marketing

09/2011 – 11/2011

Sport, marketing and brands, Malmö college, Malmö, Sweden

ELITE ATHLETE WITH PASSION FOR SPORTS

08/2003

Driven and determined athlete who likes challenges

Athlete at elite level. Since I studied full time simultaneously as I trained 15 hours a week, some qualities were developed. For example; I know the importance of taking own responsibility since no one will do the work for me and thereby I am also determined when it comes to reach objectives. To systematically work towards that goal you also have to be driven and energetic to keep on going. These qualities I value very high and something that is valuable for me and you in a working situation.

Main merits:

World Junior Championships, European Junior Championships, Gymnasium World Championship, Nordic championships, 6 times NJC-champion.

WORKING EXPERIENCE

08/2011 –

Web development and social media, Strömsunds Optik, Strömsund

During two months I developed a complete home page and a Facebook strategy for the company. I got experience of communicating and discussing the company preferences regarding their request. I am still responsible for updating their existence on the web.

02/2011 –

Responsible for social media, Kummin, Umeå

Responsible for the restaurant Facebook page. I continuously update with posts, lunch menu, competitions and images. I have gained knowledge and experience of how administration of social media works.

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POSITION OF TRUST/VOULENTEERING WORK

02/2013 –

Marketing team, Swedish Athletic Championships, Umeå

I am part of the marketing team who will be responsible for the marketing and sales regarding the Swedish national championships in athletics. My team also includes experienced CEOs of companies in the Umeå region and will enhance my practical understanding.

01/2005 –

Coach/Inspirer, IFK Strömsund/SISU Idrottsutbildarna/FC Norrland

I have been a coach/inspirer ongoing since 2005 at several training camps for youths and leader for "Athletics school" several times.

01/2010 – 04/2010

Project manager, Business School student association, Umeå

A project that resulted in a new home page with all that implies for Umeå business school student association. I was a part of the development team and also the project manager. I learned a lot about control management systems but also gained experience from being a leader and experience of coordinating a project.

OTHER QUALIFICATIONS

01/2013

Best presented marketing plan

I received a diploma for presenting the best marketing plan in a competition with other marketing students at master level. The marketing plan was developed for a service company in their start-up phase.

01/2006 –

Web solutions to companies, private persons and organizations

Ågevalis Guld & Ur, SportsOfSweden, Jämtlands Tunnbrödsbageri, Rickard Alfredsson, IFK Strömsund

I have developed web solutions for e.g. abovementioned clients. The work included consultations regarding customer request which was recurrent during the whole work progress. This is also an evidence of me being driven and energetic. This has been a side project during my studies and elite athlete career. I am still responsible for some of the projects.

LANGUAGE/IT-COMPETENCES

Swedish: native language

English: fluent in written and oral communication

Microsoft Office: very good knowledge

HTML/CSS: very good knowledge

Control Management System (CMS): very good knowledge

Dreamweaver: good knowledge

Adobe Photoshop: good knowledge

SPSS (statistic analysis): good knowledge

Microsoft Dynamics: fundamental knowledge

InDesign: fundamental knowledge

Very experienced user of PCs

Driver license

References, grades and certificates can be send if required. Please feel free to contact me.

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