

Resume – Magnus Attefall



Passion for MarTech – Marketing & Tech / Digital

[+46 70 456 00 51](tel:+46704560051) / magnus@attefall.se

[LinkedIn](#) / [Portfolio](#) / [MarTech Blog](#)

Work Experience

MSD Sweden, MarTech Manager / Consultant 2021–

Consulting assignment at medical company [MSD Sweden](#).

Marketing Technology Manager responsible for implementing best practice, education/learning, way of working and internal ambassador for:

- Data-driven marketing and business development
- Cross-, omni- and multichannel data, analysis and marketing
- Cross-functional digital marketing and business development
- MarTech - Marketing Technology
- Marketing Automation
- Salesforce Marketing Cloud
- Unified taxonomy and analytics for marketing and business

Avantime, Digital Business Consultant 2019–2020

Senior consultant, project owner and manager for [Avantime](#)'s largest customer - [DNB Eiendom](#). Responsible for UX / Designers, Scrum Master, developers and testers in Stockholm, Luleå, Örebro and Kiev. Also involved in feasibility studies and internal expert on WordPress and [WCAG](#).

Svensk Fastighetsförmedling, Head of Digital & Marketing 2016–2018

- Responsible [Digital Channels](#)
 - digital sales, marketing, innovation and business development
 - feasibility study, implementation and lead Marketing Automation
 - analyze, plan, implement and evaluate digital strategies
- Website - Strategy, planning and monitoring of current and future development together with developers, UX, AD and new partners
- Plan, execute and analyze digital campaigns to optimize ROI
- Monitor, develop and analyze [SEO](#) and SEM to optimize conversions
- Be at the forefront of new technology by testing, evaluating, applying best practice and implementing these technologies - for example, blockchain technology

SEB, Digital Marketing & Sales Manager 2016
 Consultant with responsibility for digital marketing and sales at seb.se and internet bank.

KitchenLab, E-commerce & Digital Marketing Manager 2015
 Consultant responsible for a new [webshop](#) and all digital sales and marketing.

Naty, E-commerce & Digital Marketing Manager 2014
 Consultant responsible for all [digital sales](#) and communications as well as IT.

Tail-f Systems, Marketing Automation Manager 2013
 Consultant to implement a [digital marketing and sales strategies](#) with the help of Marketing Automation.

Avega Group, Digital Business Developer 2011–2012
[Business developer](#) Digital Media and Social Media Manager.

Assignments

- **Project Manager** for global digital campaigns - Ericsson.com
- **Project Manager** mobile e-commerce solution - World leading industry group
- **Project Manager mobile web** - International travel agency and organizer
- **Social Media Consultant** - International Bank
- **Social Media Manager** – Avega Group

TT-Gruppen, Project Manager IT 2008–2010
 Consultant and project manager between the [TT Group](#)'s business areas and IT.

Cisco Systems, Nordic Digital & Marketing Manager 2007–2008
 Consultant and project manager for [Cisco](#)'s Nordic websites; strategic as operational.
 » **Award for outstanding work performance**

Norrtelje Tidning, Project Manager & Web editor 2007
 Consultant, [web editor and project manager](#) for the new platform.

Svenska Lloyd Resebyrå, Marketing & Digital Manager 2005–2006
 Started one of Sweden's (the world's?) first business blogs » Read more at idg.se [here](#) and [here](#).

- Increased online sales from the start
- Doubled the newsletter's customer database
- Double the number of visitors to the company's website

HLK University, Project Manager 2002–2003

Consultant for [Encell](#) at the University of Learning and Communication. Digital MarTech responsible for the overall research project; Human-Technology-Learning, which was then developed into Encell.

Tiscali.se, Co-founder, CIO, Head of Digital 2000–2001

Then: HK Zurich, 15 portals in five countries, 1.8 million registered users. Partially responsible for the establishment in Sweden with an emphasis on technology, content and marketing.

Kelkoo.se, Co-founder, CIO, Head of Digital 1999–2000

Then: HK Oslo, established in eight countries, with over 1,250,000 unique visitors per month and 1,400,000 leads to online stores. [Responsible for the establishment in Sweden](#) with an emphasis on technology, content and marketing.

St Erik's gymnasium/BAS, *Teacher in media and IT* 1997–1998

Bromma Work and Study Center, BAS, is an educational institution for young people who have "punished themselves" from the usual upper secondary school. Join and started and built BAS and the multimedia department.

Verket för Högskoleservice, Project Manager 1994

Project manager and programmer for the first college exam, SAT, in a multimedia environment.

EDUCATION

Masters of Media, Project Management, 90p 1997–2000

Media and IT instructor, 80p 1995–1997

Communication and Media, 1-year 1992–1993

COURSES & CERTIFICATES

Google Analytics 4 & Tag Manager Events

2023

Qlik Sense Data Modeling + Data Analyst	2022
Ultimate Google Ads Training	2021
Digital Marketing, Google	2020
WCAG - Web Content Accessibility Guidelines	2020
Agile Project Management	2019
Presentation technics II	2017
Foundations for Best Practices in Demand Creation	2013
Business acumen	2007
Business English	2004
Copywriting	2002
E-Learning: PingPong and Pedagogy	2002
E-Learning and Pedagogy	2002

PROFESSIONAL KNOWLEDGE

- Project Management
- Agil development, Scrum and Kanban
- Pre-studies
- Workshops
- Analysis

IT & SOFTWARE KNOWLEDGE

- **SEO**, SEM, Google Analytics, Google Tag Manager, Qlik, Datorama, social media...
- **Marketing Automation** – HubSpot, Apsis, Marketo, MailChimp, Salesforce...
- **E-commerce** – Magento, WooCommerce...
- **Content Management Systems (CMS)** – WordPress, EpiServer, SharePoint...
- **Image and Design** – Photoshop, InDesign, Adobe XD, Figma, Illustrator, MS Office...
- **Development:** HTML, CSS, PHP, DevOps, Azure, AWS...

LANGUAGES

Swedish and English – worked in and with international companies for many years.

Welcome and contact me today

– I´m looking forward to your e-mail or call.



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↓ References

References

Thomas Kirschmann, Ass. Dir. Marketing Operations @ MSD

Magnus joined our team as a true accelerator for our MarTech and Analytics Capabilities. He not only brought the technical expertise and experience that his background suggests, but he also brings the joy and enthusiasm for the necessary change management and to bring people along. In the year he has worked with us he truly elevated our team. I would love to work with Magnus again as soon as the opportunity presents itself.

Co-worker @ MSD

Magnus is a fantastic colleague with a will-do approach. Any company will benefit a lot from his strong expertise in marketing technologies and his problem-solving attitude. Besides from being a great specialist Magnus is also a great teacher since I learned a lot from him during our work together. Easy, fun and productive to work with you Magnus!

Tomas Näslund, VD @ Avega Group

When I started a subsidiary within Avega Group AB that would focus on Enterprise Web, Magnus Attefall was one of the first people I hired. I hired Magnus based on his drive, competence in web/online and joy in the face of challenges. We lacked competence in the strategy and planning part, which our clients demanded, leading us to start working together.

Magnus' main task was to consult within strategic and operational web/online. Typical assignments consisted of evaluations around our customers' tools in their communicative parts. Also a sounding board for digital investments.

Åsa Thoff, PR-chef @ Cisco

Magnus is a fantastic person to work with, unassuming and very professional. He has extensive knowledge in web technology and graphic design and has a keen sense of online trends, which made cisco.se a modern and user-friendly website. Apart from this, he was also a highly valued colleague who with his enthusiasm made the team passionate about web development. Magnus has my warmest recommendations.