
JOHANNA DAHLSJÖ NYSTRÖM



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PROFILE

I am currently studying Digital Marketing Manager at Medieinstitutet, graduating in December 2026, and I am seeking a full-time role where I can apply my skills in digital analytics, marketing, and e-commerce. I am a calm yet driven person with experience from acute healthcare environments, which has strengthened my structure, decision-making, and communication skills. I combine this background with creativity and a strong interest in GA4, GTM, and web development.

EXPERIENCE

CETASOL - MARKETING ASSISTANT MARS 2026-ONGOING

Creating content across LinkedIn, website, and campaigns with a focus on simplifying complex products into clear, engaging messaging

Improving website structure, copy, and SEO to create a more user-friendly and conversion-driven experience

Turning technical product features into visual and storytelling-driven content

Supporting international events by creating content before, during, and after to maximize visibility and engagement

Working hands-on with HubSpot to track performance, understand user behavior, and improve marketing flows

Collaborating closely with sales and product to align messaging with real customer needs

SVLC - SWEDISH HEALTHCARE ALARM CENTER 2024-2025

Assessed and prioritised incoming 1177 calls, provided medical decision support, and communicated clearly in time-critical situations.

SU AMBULANCE 2023-2024

Participated in ambulance assignments and patient transfers.

Worked in teams, created safety, and took responsibility in acute situations.

HOME CARE SERVICES - NIGHT SHIFT 2020-2023

Independently responsible for care, safety visits, and delegated medical tasks during night shifts.

HOME CARE SERVICES - DAY SHIFT 2016-2020

Provided care, medication handling, and daily support for elderly and younger individuals.

EDUCATION

DIGITAL MARKETING MANAGER - MEDIEINSTITUTET 2025-ONGOING

Focus: GA4/GTM, SEO & SEM, Social Media Marketing, Content Marketing, UX, e-commerce.

TORRENS UNIVERSITY AUSTRALIA - BUSINESS MARKETING 2021

Studies were discontinued due to COVID and closed borders.

SANTA BARBARA CITY COLLEGE - MARKETING & SOCIAL MEDIA 2019-2020

CERTIFIED NURSING ASSISTANT (USK) 2017-2019

HULEBÄCK UPPER SECONDARY SCHOOL - CHILD & LEISURE PROGRAMME 2013-2016

DIGITAL PROJECTS

E-commerce Project (JDNystrom) - Built a webshop using WordPress/WooCommerce, implemented GA4 & GTM tracking, defined KPIs, and created dashboards in Looker Studio.

SKILLS

GA4 • Google Tag Manager • Looker Studio • WordPress • SEO • SEM • Social Media
• Canva • Creative • driven • structured • responsible • fast learner • calm under pressure

CERTIFICATIONS & DELEGATIONS

CPR / First Aid

Basic Hygiene Training

Medication Administration Delegation

Insulin Delegation

Google Analytics 4 Certification, Google Ads Certification

LANGUAGES

Swedish - native

English - fluent

OTHER MERITS

Driving licence: B and C1

Summer jobs in preschool, field work, and municipal assignments

Volunteer work at local events