JOHANNA DAHLSJÖ NYSTRÖM

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PROFILE

I am currently studying Digital Marketing Manager at Medieinstitutet and will graduate in December 2026. I have hands-on experience in digital marketing, including digital analytics, content creation, marketing, and e-commerce. I am a calm yet driven person with experience from acute healthcare environments, which has strengthened my ability to stay structured, composed, and communicate effectively. I combine this background with creativity and a strong interest in GA4, GTM, and web development.

EXPERIENCE

BINER DATA – MARKETING INTERN | SEPTEMBER 2026–PRESENT

Working with the development of Biner Data's brand and marketing, with a focus on strategy, digital presence, and external communication. Creating content and marketing materials while contributing to website development, messaging, and visual communication. Researching target audiences, competitors, and relevant industry events to identify market opportunities and strengthen the company's positioning.

CETASOL – MARKETING ASSISTANT | MARCH 2026–SEPTEMBER 2026

Created content for LinkedIn, the website, and campaigns, with a focus on making complex products clear and engaging. Improved website structure, copy, and SEO to create a more user-friendly and conversion-driven experience.

Transformed technical product features into visual and storytelling-driven content. Supported international events with content before, during, and after the events to maximise visibility and engagement.

Worked hands-on with HubSpot to track performance, understand user behaviour, and improve marketing flows. Collaborated closely with sales and product teams to align messaging with actual 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, provided reassurance, and took responsibility in acute situations.

HOME CARE SERVICES – NIGHT PATROL | 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 management, and daily support to elderly and younger individuals.

EDUCATION

DIGITAL MARKETING MANAGER – MEDIEINSTITUTET | 2025–PRESENT

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

TORRENS UNIVERSITY AUSTRALIA – BUSINESS MARKETING | 2021

Studies discontinued due to COVID-19 and border closures.

SANTA BARBARA CITY COLLEGE – MARKETING | 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