

DIGITAL MARKETING SPECIALIST

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[LinkedIn](#)



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Open to relocate

ABOUT ME

Digital marketing professional with 2+ years of hands-on experience across SEO, paid media, websites, content, social media and brand communications. Brings 6 years of sales experience and nearly 4 years advising clients on CVs and job applications. Proven results in organic growth, campaign delivery and cross-functional coordination, supported by international luxury hospitality experience.

SKILLS

SEO | Content | Social Media | Paid Media | Campaign Management | Email Marketing | Brand Development | PR | Google Ads | Meta Ads | GA4 | Search Console | WordPress | WooCommerce | Elementor | CRM (Duell) | Adobe Creative Cloud | ChatGPT | AI Tools

KEY RESULTS

- SEO: +1,672.6% search impressions, +792.6% organic clicks and +476.7% unique search visitors in 90 days.
- FINN/Vend: managed 25 listings; 12 tracked ads delivered 8,187 clicks, 30 leads, 127 favourites and 1,067 repeat visitors.
- Rebranding: coordinated 30+ marketing projects across 6+ hotel departments.
- Client marketing: delivered 13 brand and campaign assets for 2 UAE hospitality clients.

PROFESSIONAL EXPERIENCE

Marketing Manager, Senteret AS, Norway Oct 2025 – Present

- Built and manage the company website in WordPress, including product pages, SEO content and optimisation using GA4 and Search Console.
- Plan digital and print campaigns across Google, Meta, social media and FINN/Vend, managing 25 vehicle listings.
- Increased search impressions by 1,672.6%, organic clicks by 792.6% and unique search visitors by 476.7% in 90 days.
- 12 tracked FINN ads delivered 8,187 clicks, 30 leads, 127 favourites and 1,067 repeat visitors.

Marketing and Design Consultant, CÒRE, Norway Aug 2025 – Present

- Translated client briefs into brand identities, campaign assets and hospitality marketing materials, delivering 13 assets for 2 UAE clients.
- Developed brand identities, menus, brochures, campaign assets and a complete spa identity.
- Coordinated client feedback, suppliers and production timelines to maintain consistent brand execution and on-time delivery.

Marketing Coordinator, The Oberoi Beach Resort | Al Zorah Beach Resort, UAE Aug 2024 – Sep 2025

- Coordinated 30+ rebranding and marketing projects across 6+ hotel departments, agencies and suppliers to support the brand rollout.
- Managed social media, website content, influencer and media stays, PR agencies, photoshoots and performance reporting.
- Took ownership of day-to-day marketing coordination from December 2024, reporting to the General Manager and Director of Sales and Marketing.
- Maintained brand communications throughout the transition from The Oberoi to Al Zorah Beach Resort.

Sales Experience | Retail and Customer Service 2017–2024 | 6 years

- Retail Salesperson, NetOnNet (Nov 2021–Feb 2024); Sales Associate, Voice Norge/Match/Boys of Europe (May 2021–Mar 2022).
- Sales Associate, Kid Interiør (Jun 2019–Jun 2020), Elite AS Hønefoss (Sep 2018–May 2020) and Nilson Group (Mar 2017–May 2019).
- Assessed customer needs, recommended products, promoted memberships and worked towards individual sales targets.

EDUCATION

Postgraduate Studies in Marketing Management, Les Roches Marbella 2024

Marketing Management for Luxury Tourism: strategy, CRM and customer experience.

Digital Marketing, Noroff 2022–2023

Google Ads, SEO, content, websites and digital analytics.

Bachelor's Degree in Marketing and Leadership 2017–2020

Marketing strategy, consumer behaviour, sales, branding, management and business economics.