
MARKUS BLOMBERG - CURRICULUM VITAE

Passionate, creative, and hard-working digital marketer



Imagine a digital marketing partner combining passion with an analytical and structured approach. With over a decade of experience in digital content, SEO, CRO, ABM, Marketing Automation, and digital advertising, you can expect data-driven methods, tactics, and strategies that deliver measurable results. Growth opportunities are identified through thorough analysis, transforming insights into effective solutions that strengthen your digital presence. Whether the goal is increasing organic traffic, improving conversion rates, more leads, better leads, enhancing customer relationships, or streamlining channels, my methods are effective and deliver real value.

Professional Experience

Content & SEO Manager, ABAX (B2B SaaS), June 2024-December 2024



- Conducted content audits, keyword research (Ahrefs), and other tactical analyses across multiple markets to drive informed decisions.
- Implemented data-driven Content Marketing and SEO strategies, enhancing website content, improving search rankings, and increasing organic traffic.
- Managed content production, product marketing, web analysis, editing (DatoCMS), optimization, and reporting for measurable outcomes.
- Contracted an SEO agency and promoted a deeper understanding of digital marketing.
- Acted as the primary contact for content and communication.

Senior Content Marketing Specialist, Hypergene (B2B SaaS), 2021-2024



- Spearheaded Content Marketing focusing on the web, SEO (Semrush and Screaming Frog), and blog content (95 out of 300 keywords ranked #1).
- Linked content effectively with LinkedIn, SEM, and Email Marketing (Upsales) to achieve marketing goals. Working with both content and channels.
- Improved website usability, engagement, and performance through web editing (Umbraco) and collaboration with a web agency.
- Optimized user journeys and site structures to improve conversion rates, aligning with Content, SEO, and channel strategies.
- Delivered increased website traffic, higher conversion rates, and optimized digital marketing channels through data-driven analysis and testing.

Senior Content Creator, Stockholmsmässan (B2B/B2C), 2019-2020



- Created and managed marketing activities and campaigns with a strong operational focus on websites (Sitecore), SEO, and Marketing Automation (Salesforce).
- Distributed content across Facebook, Instagram, LinkedIn, and other digital channels, optimizing campaigns using data and A/B testing.
- Contributed to marketing and media plans with tactical insights and analysis while managing budgets and liaising with stakeholders.

IM Consultant / Marketing Manager, Knowit Experience (B2B/B2C), 2018-2019



- Responsible for Knowit's Inbound Marketing offering as part of the Performance team, working as a consultant (resource/projects/retainer).
- Simultaneously, I worked as Marketing Manager for Knowit Experience's digital marketing, focusing primarily on driving the blog forward, identifying and writing case studies, and working with the MA system (HubSpot), the CMS (Episerver/Optimizely), and LinkedIn.
- The blog I managed for Knowit Experience was awarded Sweden's Best Business Blog.

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Marketing Specialist, OP5 (B2B SaaS), 2016-2018

- Developed parts of the marketing strategy, but I primarily focused on operational tasks.
- Managed the website, launched a new site, handled SEO, blog content, webinars, sales support, partner marketing, customer surveys, PR, the digital press room (PR Newswire), Account-Based Marketing (see column in [Dagens Media](#)), and digital advertising, primarily on social media platforms (Facebook, X, LinkedIn).
- Handled CRM reporting, planned and executed events, outsourced external appointment booking services, and managed Marketing Automation (Pardot) and Email Marketing before transitioning to Pardot (eMarketeer).



Communications Officer, Brand Factory (B2B), 2016

- Worked on blog posts, news updates, SEO, external and internal newsletters (Apsis), digital event planning, and managed the digital press room (Cision).
- Editor and manager for the intranet, social media, and two Swedish websites (Drupal).
- Project manager for a new Nordic intranet (WordPress) and responsible for implementing a new internal communication tool.



Marketing Manager, Fria Tidningar (B2C), 2014-2015

- Started as a Marketing Coordinator and later took on broader responsibilities.
- Campaigns, PR, digital marketing, events, web editing (WordPress), and SEO.
- Worked operationally and as a project leader in collaboration with IT, designers, customer service, media agencies, market research firms, and telemarketing agencies.
- Managed tasks under challenging circumstances, including the company's bankruptcy.



Marketing Assistant, IDG (B2C), 2011-2012 (during my studies)

- Responsible for finding, negotiating, and training telemarketing agencies.
- Supported the digitalization of Mplus (e-magazine).

Education

Digital Strategy - Hyper Island, 2020

Public Relations - Berghs School of Communications, 2015

Critical perspectives of political messages and PR campaigns

in audiovisual media - Yale University (via Stockholm University), 2012



Bachelor's in Media and Communication

Stockholm University, 2009-2012

Internships: Junior Project Manager (Wenderfalck), Junior Consultant (Friends Agenda)

References, Courses, Certifications & Software Knowledge

On my website and LinkedIn, you can find work samples, references, case studies, courses, and certifications. Additional references are available upon request. The certifications and courses (50 in total) are primarily linked to the software I've used, showcasing my commitment to staying updated and maintaining strong operational skills.

Examples of relevant software I have used during my career

DatoCMS, Umbraco, HubSpot (multiple certificates), Ahrefs, Semrush, Hotjar, VWO, Upsales, LinkedIn, Facebook, Google Analytics, Google Ads, Bing Ads, Google My Business, Google Search Console, Looker Studio, Piwik PRO, Plausible, Screaming Frog, Meta Business Manager, Drupal, Trello, Monday, WordPress, YouTube, Vimeo, Optimizely, Wufoo, Mautic, Mailchimp, Siteimprove, eMarketeer, Buffer, Cision, PR Newswire, Pardot, Twitter, Sitecore, Unbounce, Salesforce Marketing Cloud (6000 points and 27 badges), Apsis, Anymeeting, GoToWebinar, Planner, Zoom, ChatGPT, Claude, Perplexity, Grammarly, DeepL, etc.

