

# Curriculum Vitae

## PÄR ALMQVIST

Year of birth	1977
Title	Digital Marketing Director
Education	HSL, Natural Science Editorial Programme, University Of Mälardalen, Eskilstuna, Sweden

*“Pär is a rare beast in the marketing jungle: a real strategist as well as a top-notch executor. He doesn't just come up with ideas, he gets them done. Above all, Pär is a pleasure to work with and for. His enthusiasm is contagious and he inspires everyone on the team to aim high. He's been on both sides of the client/agency divide and understands what makes both tick.”*

– Doug Kessler, Creative Director, Velocity Partners

### SPECIALITIES

#### Marketing strategy, creation and management

- *Creative direction, especially for digital media*
- *Brand development and management*
- *Corporate, product & online marketing*
- *Public relations & word of mouth marketing*
- *Blogging, social media marketing, SEO*
- *All aspects of web strategy, design and development*
- *Graphic, usability, information & sound design*

### INTRODUCTION

**In my line of work, it's just as natural to create engaging online experiences as building a new brand from scratch or manage global, cross-media marketing campaigns.**

The role as digital marketing director is highly multifaceted, and contains equal parts technology, marketing and communication.

An advanced technical solution is pointless if no one can use it. And a bright idea will never break through if it's not treated and presented in a clever and understandable way.

My motivation is to strive for a successful marriage between technology and communication. So I build bridges between different creative and technical disciplines.

I've worked with marketing, and with the Internet as a communication medium, for fourteen years – including one year in Canada, three years in Istanbul, and over two years in India. So I'm very used to managing complex projects over large geographical and cultural distances.

My work is based on two key words: simplicity and usability. Technology is important, but not when isolated from its purpose.

## ENGAGEMENTS

1998 –	Freelance – True Design (design agency)
1999 – 2001	Havet (b2b & b2c ad agency)
2001 – 2002	Gigazond AB (web agency)
2002 – 2003	BMK Consulting AB (IT consultancy)
2003 – 2006	Hultén Reklambyrå (b2b ad agency)
2006 – 2008	Packetmobile (b2b mobile ip services)
2006 – 2008	Spokn (mobile voip service)
2007 –	VNL (telecom equipment manufacturer)

## PROJECTS

2007–	VNL	<b>Marketing manager.</b> Brand development, marketing strategy, web site + blog + intranet conceptualisation & development, product development & packaging, content development (from films to white papers), social media marketing, global cross-media campaigns.
2006-2008	Spokn	<b>Founder.</b> Brand development, product development & packaging, online marketing, user experience design.
2006-2008	Packetmobile	<b>Head of design.</b> Brand & service development.
2003-2006	SEB Merchant Banking	<b>Creative director,</b> strategist, project manager and information designer for SEB Merchant Banking's global online marketing projects.
2003-2006	Jones Lang LaSalle	<b>Creative director,</b> strategist, project manager and information designer for Jones Lang LaSalle's online marketing projects in Scandinavia.

1993-2006	<p><i>Including:</i></p> <p>Aftonbladet  Anticimex  Ark Travel  Bonnier Cityfastigheter  Burger King  Carlsberg / Falcon  Edelman  Eniro  Ericsson  Harley Davidson  Kilroy Travels  Klippoteket  NCC  Pensum  Resfeber  Riksbyggen  Salomon Sports  Teknikföretagen</p>	<p><b>Creative director</b>, project manager and designer within a number of different projects – from brand development to complete communication platforms, to global campaigns, corporate websites, campaign websites, web applications and intranets.</p>
1997–	<p><i>Including:</i></p> <p>RMI-Berghs  Folkuniversitet  Mercuri Urval  Digital Web Magazine  A List Apart</p>	<p><b>Teacher &amp; writer.</b> Courses, lectures, seminars and articles.</p>
1993–	<p>Device  Flower Of Cables  Robot Princess  Slug</p>	<p><b>Music composer.</b> Featured as the top-selling artist in the Jazz genre on iTunes in 2006. Also commissioned music for TV, Advertising and Radio. More info at <a href="http://www.flowerofcables.com">www.flowerofcables.com</a>.</p>