

Anders Rydholm

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Objective

To perform to the best of my ability in an organization where I am given the opportunity to use my creativity and technical skills to their full potential.

Related Work Experience

Jan 2017 – Present: *Owner* – **TypeTrail Media**

- Acted as Web Designer, Advertiser, and Marketing Manager
- Managed Web Design and Development Projects for Multiple Clients
- Automated Lead Nurturing Systems to Acquire New Customers

Jan 2017 – Feb 2019: *Web Developer* – **Spring Touch Lawn & Pest Control**

- Automated Email Drip Campaigns for Franchise Lead Nurturing
- Developed Several Email Campaigns & Web Design Projects
- Directed and Coordinated an Integrated Marketing Strategy

Aug 2016 – Aug 2017: *Marketing Manager* – **Schweiss Doors**

- Implemented Web Design, SEO, PPC, & Email Marketing Campaigns
- Developed Email Campaigns, Blog Posts, and Landing Pages
- Directed and Coordinated MultiChannel Marketing Campaigns

Jul 2015 – Mar 2016: *Email Marketing Specialist* – **Fun.com**

- Implemented Smart / Personalized Email Strategies
- Designed Email Templates, Autoresponders, & Drip Campaigns
- Segmented New International Campaigns for CAN, AU, & UK

Sept 2014 – May 2015: *Webmaster* – Minnesota State University, Mankato

- Lead Web Development for College of Arts & Humanities
 - Managed Projects for 8 Departments and 4 Programs
 - Worked as Liaison Between IT Solutions, Staff, & Integrated Marketing
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Education**May 2015:** M.A. English: *Technical Communication*, GPA: 3.5

- Thesis: “[Data and Metadata: Externalizing the Inner TCBOK](#)”
- Minnesota State University, Mankato

May 2012: B.S. English: *Technical Communication*, GPA: 3.2

- Minnesota State University, Mankato

Activities & Societies**Activities**Study Tour: Karlsruhe University of Applied Sciences (HsKA), GRMY – **Mar 2012**

- SEW-Eurodrive
- Heidelberg Druckmaschinen
- Mercedes Deimler
- Semcon, Munich
- Tekom Europe

Societies

- Project Management Institute
- Society of Technical Communication
- Tekom Europe

Certifications

Currently Held Certifications	Begin – Exp. Date
• Google Ads Individual Qualification (GAIQ)	06/16 – 06/20
• Google Analytics Individual Qualification (GAIQ)	06/16 – 06/20
• Certified Associate Project Management (CAPM)	04/16 – 04/21

Volunteer Experiences

Volunteer Activity	Location	Date
• Volunteer Web Design	<i>Mankato, MN</i>	2016 – 2019
• Church A/V Specialist	<i>St. Peter, MN</i>	2016 – 2017
• Mentorship Program	<i>MNSU, Mankato</i>	2015 – 2016
• Student Notetaker	<i>MNSU, Mankato</i>	2013 – 2015

Computer Skills

Office Software	Programming Languages
• ESP Software	• HTML
• CRMS Software	• CSS
• Microsoft Office	• JavaScript
• Google G Suite	• PHP
• Adobe Software	• MySQL