

Anders Rydholm

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Related Experience

Assistant Director of Admissions, Recruitment Marketing **2019 Present**
Minnesota State University, Mankato, Mankato, Minnesota

- Served on a significant website content and redesign project team.
- Acted as a liaison between the Office of Admissions and Marketing & Communications for digital campaign planning and execution
- Carried out the fulfillment of day-to-day email, SMS, website, and event activities using an ongoing operations and communications calendar
- Designed scalable personalized student experiences using data merge, including new program fact sheets and dynamic admissions checklists
- Redesigned and automated campus visit and admissions funnel reports to help inform decision-making with better data

Web Developer **2019 2017**
Spring Touch Lawn & Pest Control, St Peter, Minnesota

- Managed a seamlessly integrated marketing strategy to create a coherent user experience throughout all website, application, SEO, social media, advertising, print, email, and SMS communication channels
- Acquired 1,000% growth in website traffic and over 1,000 five-star online reviews across Google, Facebook, and other online review platforms
- Created digital PR campaigns to gain featured press mentions in *Lawn & Landscape, Landscape Management, Turf Magazine, etc.*

Marketing Manager **2017 2016**
Schweiss Doors, Fairfax, Minnesota

- Implemented a visual storytelling brand by sharing customer stories through photojournalism, content marketing, and digital PR efforts
- Executed a PESO marketing model by coordinating the mixed use of paid, earned, shared, and owned media campaigns

Email Marketing Specialist **2016 2015**
Fun.com, Mankato, Minnesota

- Automated, personalized, and optimized email marketing campaigns to promote Fun.com's unique company brand, personality, and culture
- Used industry leading software to test email templates for user experience and accessibility across various devices and operating systems
- Launched international communications plans for CAN, AU, & UK

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Education	Master of Science in Technical Communication Minnesota State University, Mankato	2015
	Bachelor of Arts in Technical Communication Minnesota State University, Mankato	2012
Activities & Societies	Activities Study Tour: Karlsruhe University of Applied Sciences (HsKA), Karlsruhe, Germany	2013
	Societies	
	<ul style="list-style-type: none"> Project Management Institute Society of Technical Communication 	2023 2015
Certifications	Certifications	Begin – Exp. Date
	<ul style="list-style-type: none"> Project Management Professional (PMP) Google Analytics Certification Google Ads Measurement Certification 	8/20 – 8/23 1/24 – 2/24 1/16 – 1/22
Volunteer Experiences	Volunteer Activity	Location
	<ul style="list-style-type: none"> Volunteer Web Services Mentorship Program Accessibility Resources Student Note Taker 	Mankato, MN Mankato, MN Mankato, MN
		Date
		2016 – 2024 2015 – 2016 2009 – 2010
Technology Skills	Software & Tools	Developer Skills
	<ul style="list-style-type: none"> Adobe Creative Cloud DAM / CMS Systems CRM / ERP Systems Asana Salesforce Power BI Google Tag Manager Google G suite Microsoft Office Episerver/Siteimprove 	<ul style="list-style-type: none"> HTML & CSS MySQL JavaScript PHP API Integrations Excel Developer Tools Data Merge & Mail Merge Adobe Actions & Scripts Twilio Optimizely