Anders Rydholm

101 W Locust St. Saint Peter, MN, 56082 • 507-508-7722

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Related Experience

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

- Served on mnsu.edu's recent website redesign project to improve the University's web presence and introduce a new rebranded redesign.
- Resolved and troubleshot end-user experiences with application and admissions processes, ISRS, GradCAS, and EMP Liaison software.
- Designed contextually relevant content at scale, using structured data to build personalized journeys and surprise-and-delight experiences for diverse audiences.
- Redesigned and automated an OKR and KPI-based reporting model to achieve business objectives and inform administrative decision-making with better data.
- Managed publication and advertising budgets and acted as Liaison from the Office of Admissions to Student Affairs & Enrollment Management, IT Solutions, and Academic Affairs divisions within the University.

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

- Managed an integrated marketing strategy to create a coherent user experience through WordPress website, RealGreen CRM, Mobile/Live web application, social media, advertising, print, email, and SMS channels.
- Oversaw in-house LAN computer and camera surveillance systems and wireless mobile networks, resolved in-house IT training and support, and was the in-house point of contact for third-party technical implementations.
- Managed over fifty vehicles' cloud computing software and hardware equipment with mobile printers, tablet devices, and GPS tracking technology.

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

- Website, Email, and SMS marketing and advertising software administrator.
- Worked closely with front-end and back-end web developers to manage, document, test, and improve marketing/IT software and business processes.

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

- Participated in the redesigned shift to mobile-responsive content across multiple industry-leading e-commerce brands.
- Served on an ESP/CRM migration project team to HubSpot CRM software.
- Launched international communications plans for CAN, AU, & UK.
- Automated, segmented, and personalized email marketing campaigns to promote Fun.com's unique brand, personality, and culture

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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	2015

Activities & Societies

Activities
Study Tour: Karlsruhe University of Applied Sciences (HsKA), Karlsruhe, Germany — 2013

Societies
- Project Management Institute — 2023
- Society of Technical Communication — 2015

Certifications

Certifications	Dates
Project Management Professional (PMP)	2020 − 2023
Google Analytics Certification	2020 − 2023
Google Ads Measurement Certification	2016 − 2024

Volunteer Experiences

Volunteer Activity	Location	Dates
Marketing & IT Services	Minnesota, US	2015 − 2024
Mentorship Program	Mankato, MN	2015 − 2016
Accessibility Resources	Mankato, MN	2009 − 2010

Technology Skills

Software & Tools
- CRM / ERP Systems
- ISRS, Workday, D2L
- Microsoft 365
- CMS / DAM Systems
- EpiServer & Siteimprove
- Salesforce
- SharePoint
- Power BI
- Asana
- Adobe Creative Cloud
- G Suite, Google Analytics

Developer Skills
- HTML, CSS, & JavaScript
- SQL, Data-Intensive Applications
- Data Merge, Access, Lists
- Back-end Development & APIs
- Optimizely, WordPress, Segment
- Twilio / Mogli
- Cloud Computing
- Excel Developer Tools
- Agile / Scrum Project Management
- Adobe Actions & Scripts, Connect
- Google Ads & Tag Manager