



Daniel Stålbäck

curriculum vitae

WORK HISTORY:

2010 – Viking Toys AB, Torsås, Sweden

Works as a international marketing manager.

My various duties are to:

- Responsible for marketing the company's products.
- Planning, designing, implementing, and follow-up all marketing efforts.
- Updating and developing the website.
- Increase the company's presence through the Internet, trade shows, brochures, and other graphic material such as advertisements, promotions, etc.

2005 – 2010 Publisher AB Albinsson and Sjöberg, Karlskrona, Sweden

Worked as a product manager/strategic marketer/project leader.

- Develops constantly new ideas around campaign working and customer working.
- Responsible for campaigns, draws up time tables, budgets and market analysis.
- Develops preliminary calculations for campaigns, receives and analyzes offers, analyzes the outcome from different campaigns, etc.

2002 – 2003 Gallup Institute, Ronneby, Sweden

Telephone interviewer (Part time job during my studies).

2001 – 2002 Skanska Facilities Management AB, Gothenburg, Sweden.

- The job assignment was invoicing, copying, mail sorting and messenger.
- Mail sorting, which included searching in database systems.
- Responsible for transporting both external and internal mail. (Holiday work).

2000 Baron & Baron Advertising, New York, USA

Worked as an Account executive assistant (traffic) at different kind of projects.

- Experienced all aspects of account management, trafficking projects from creative conceptions.
- Assisted at photo shoots as a Production Assistant.
- Organized their extensive video and magazine library

1998 – 1999 Olstens Personalkraft AB, Gothenburg, Sweden

Worked as a consultant in the sales- and marketing department.

- Example of assignment is salesman where I closed deals with retailer and answered for the invoices. The job implied a lot of contact with customers.

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EDUCATION:

2005 – 2006

University of Kalmar, Sweden

Project management 10 points.

2003 – 2005

IT University of Göteborg / Göteborg University, Sweden

Degree of Master of Science with a major in Informatics.

Business Technology master program. The program puts strategy, business, organization and IT in a global framework.

Thesis: Consequences of Sarbanes-Oxley on IT sourcing companies. (In co-operation with Volvo Cars IT in Gothenburg.)

2000 – 2003

Blekinge Institute of Technology (BIT), Ronneby, Sweden

Degree of Bachelor of Science with a major in Computer Science.

Thesis: VPN technique in a Wireless Local Area Network, WLAN.

University Diploma with specialization in Business Administration

Thesis: The airlines price strategies. How is price used as competitive means?

1999 – 2000

iiU, Institute of International Education, Stockholm, Sweden

Pace University, NYC, USA

A diploma in International Advertising and Media.

The training was divided into two:

- Five months fulltime studies in Stockholm, Sweden
- Five months fulltime studies in New York, USA.

1994 – 1997

High School, Gothenburg, Sweden

Economic program



LANGUAGE SKILLS & COMPUTER SKILLS:

Swedish:

Native, mother tongue

English:

Very good knowledge (fluent)

Operating systems:

Windows XP, Vista, Windows 7, Macintosh OS 10/X
(basic knowledge)

Web technologies:

Macromedia Dreamweaver, Adobe Photoshop,
Adobe Indesign and Macromedia Flash (basic knowledge)

Programming languages:

HTML, basic knowledge in PHP.

Other:

Office for Windows and Macintosh.

VOLUNTARY WORK & PERSONAL INFO:

Attended a seminar about Marketing on the Internet at the Institute of Information Technology, 2005.

One of the authors to the book "IT Management 2003".

Board member of the student organization Aron. Attended at meetings twice a month and organized a café once a month. 2002 – 2003.

Driver licence (B)

Interests: sports (tennis, skiing, badminton, floor hockey), and spending time with family and friends.

All diplomas/certificates/verifications available upon request.

