



Consultancy Profile

Markus Nykänen

Nykänen Consulting AB

(Registration number: 559208-5111)

INTRO

My name is Markus and I help organizations, non-profits, companies and brands to better understand and further develop initiatives within the web. To be specific, I like to work with measurement, analysis, customer / user-road mapping, advertising and training initiatives.

I see myself as a versatile resource and I'm happy to work with small startups, large authorities and international organizations, both independently and in teams.

EXPERIENCE



Consultant / Team Lead

Knowit AB / Stockholm

2018 – 2019

Developed and delivered the digital marketing and web analytics offering in a team of 6 people. The work areas included SEM, SEO, GTM, inbound marketing, automation, reporting and web analytics.



Digital Business Developer

Digitalist Sweden AB / Stockholm

2017 – 2018

Digitalist Group (publ.) strengthened its web design and development offering and expanded to Sweden through the acquisition of the parent company Wunderkraut Sweden AB. I worked with clients in SEM, Facebook, HubSpot, Google Analytics, automation, inbound marketing and SEO strategies.



SEO / SEM Specialist

Wunderkraut Sweden AB / Stockholm

2016 – 2017

Wunderkraut specialized in developing public websites in the open source platform Drupal. I worked early in the design and concept phase to get the cornerstones of future SEO / SEM work in the project. I also conducted educational workshops in both areas.

In August 2017, the parent company Wunderkraut Sweden AB was acquired by Digitalist Group Plc



Jajja Media Group AB 2014 – 2016

SEO & Product Development

Jajja Media Group AB / Stockholm 2015 – 2016

Moved back to Stockholm and continued working for Jajja. I was part of a production team developing new deliverables and processes for Jajja's new product offering.

I also tutored 2 SEO-interns, interviewed new candidates and held educations within the company.

SEO Strategist

Jajja Communications JLT / Dubai 2014 – 2015

I worked remotely for 14 months towards colleagues and clients in Sweden from Jajja's Dubai office. Work tasks included communication of SEO recommendations, product development and client management.

At the end of 2015 Jajja Communications merged with Eurovator which led to 30 new Stockholm colleagues, a new logo and name: Jajja Media Group

SEO Strategist

Jajja Communications AB / Stockholm 2014 – 2014

Decided to move to Dubai. Spent the summer in Stockholm office planning and starting up SEO-projects in a team with a project manager + web content-specialist.



SEO Consultant

Web Guide Partner Scandinavia AB / Stockholm 2013 – 2014

I was in a team of 11 consultants cross-functionally producing and delivering long-term solutions for SEO, content marketing & link building. Mainly focused on major brands in the Swedish and Nordic markets.



SEO Specialist

Jajja Communications AB / Stockholm 2010 – 2013

Responsible for analysing, reviewing, directing change and making changes to client's websites so that they were optimized for search engines. Keeping communication open with a broad range of different businesses.

CONTACT



markus@nykanen.se



+46 70 037 41 93



www.nykanen.se



Stockholm, Sweden

LANGUAGES



TOOLS

- Google Analytics
- Google Tag Manager
- Google Optimize
- Google Search Console
- Google Data Studio
- Google Ads
- SharePoint
- Hotjar
- Klipfolio
- WordPress
- Facebook Ads
- HubSpot

EDUCATION



Stockholms Universitet

Pedagogy, 30 ECTS

2019

The studies included how we as people learn and interact in different contexts such as education, working life and leisure.

Course units:

Educational Perspectives on Learning and Development, Socialization and Interaction, Research Theory and Methods and Participation, Identity and Power



Berghs School of Communication Marketing

2012

A ten-week course which targeted different approaches to marketing.

During the studies, a marketing plan was developed to the Federation of Swedish Farmers (Lantbrukarnas Riksförbund, LRF)



Tyresö Gymnasium

El- och energiprogrammet - datorteknik
2008 - 2011

A vocational school program which involved electrical engineering and computer science. The program broadly combined classes in programming, web design, networking technology, electrical safety, soldering and IT installations. Schooling ended with a project.

Group project: Youtubeklassiker.se

Our scope was to show how it's possible to earn ad revenue with a website that is connected to Google AdSense and various affiliate programs (Tradedoubler, Commission Junction and others.)