

# Jacob Leander-Olsson

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Address: Alströmergatan 32 R, S-112 47 Stockholm, Sweden

Date of birth: February 2nd, 1983 Nationality: Swedish

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## EDUCATION

### **Stockholm School of Economics** - *Stockholm, Sweden* 2004-2010

- MSc in Business and Economics. Majoring in marketing with B2B and B2C focus. Excelled in courses such as Brand Management, Consumer Behavior, B2B Marketing, International Marketing, Purchasing Management and International Business Strategy.
- Current GPA of 76 points. GPA of 83 on my marketing major.

### **International Baccalaureate** - *Malmö, Sweden* 1999-2002

- Graduated from IB program with 42 points, which is equivalent to maximum 20.0 points on the Swedish grading system.
- One of the most demanding high school programs available and all education is in English.

### **Staples High School** - *Westport, Connecticut, USA* 1998-1999

- Studies my freshman year at Staples High School during a four-year stay in the U.S.
- Resulted in a great experience of living abroad and fluency in English.

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## WORK EXPERIENCE

### **Ardore** - *Stockholm, Sweden* 2008-2010

- Started a marketing company that offered gift subscriptions of high-end products to corporate customers and their clients.
- Had both a strategic and operative role. Handled marketing and design of print and promotional materials.
- Developed web site, worked with supplier of e-commerce system to get it tailored after our needs and optimized site for search engines. Organized delivery systems of products to the customers.

### **Google** - *Stockholm, Sweden* 2007

- PSGA Sales Intern at Google's sales office for the Nordic region.
- Researched marketing spending in automobile and travel industry, identified firms that could be interested in advertising on Google AdWords and created sales pitches for meetings with potential customers.
- Worked with colleagues throughout Europe in development of new products and features on the personalized startpage iGoogle.

### **T.G. Consulting** - *Stockholm, Sweden* 2006-2008

- A small consultant firm in Stockholm that focuses on support and management services.
- Various tasks including market research for media companies, working with data in Excel and translating documents.

### **Cloud Forest Adventures** - *Washington, D.C.* 2005-2006

- Cloud Forest Adventures arranged summer programs for U.S. High School students to Nicaragua. High popular programs that aimed at teaching the Spanish language, showing the Nicaraguan culture and community work.
- Responsible for development of the web site and helped with marketing of the program in schools of the U.S. East Coast.

### **Statoil Kronprinsen** - *Malmö, Sweden* 2002-2004

- Statoil Kronprinsen was until 2006 a car rental station with a fleet of ninety cars, convenient store and postal office.
- Varied works tasks including planning and handling purchases of tobacco and groceries to the store.
- Responsible for international car rental customers.

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## QUALIFICATION

### **Stockholm School of Entrepreneurship** - *Stockholm, Sweden* 2005-2006

- Collaboration between five schools in Stockholm and one of the leading academic programs within entrepreneurship in the world.
- Courses in innovation and social issues; culminated in a project about the climate situation and educating teenagers in Sweden about the issue through online communities.

### **Hockey instructor** - *Halmstad, Sweden and Bridgeport, Connecticut* 1998-2002

- Volunteer instructor at Halmstad/JOFA Hockey School and New York Islanders coach Stefan Lunner's Goalie School.
- Worked with the training of goaltenders and responsible for a group of twenty-five youngsters during the camps.

### **Academic Awards** - *Malmö Sweden and Westport, Connecticut* 1998-2002

- Malmö Borgarskola IB Award for academic excellence.
- The President's Award for top of my class and member of National Honor Society in the U.S.

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## OTHER SKILLS

- Swedish as native language and fluent in English.
- Excellent skills in Mac OS X, Microsoft Windows and Microsoft Office suite. Good knowledge of Adobe Photoshop, InDesign, Illustrator, HTML, Search Engine Optimization, E-commerce and very basic programming.
- Great interest in sports. Played hockey in Malmö Redhawks and two of the top North American junior teams.
- References and grade transcripts available upon request.