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Summary & Key Qualifications

Blogger, speaker and winner of Gulltaggen Best Internet Marketing Strategy 2009 and Best e-commerce site 2008. I have a holistic approach to internet marketing, building sustainable strategies with an emphasis on search engine optimization, conversion rates and viral marketing/link building/baiting. I am highly experienced in the very most competitive search spaces in the world, including the travel, banking and gambling space.

I work very well in teams as well as on my own, I'm creative, pay great attention to detail, is analytical, exploring and always interested in a challenge by nature. I'm self-motivated & able to work in a deadline-driven environment and have excellent communication skills. I have an extrovert and motivating personality and a good sense of humour.

Spoken languages

Norwegian – Fluent, first language
English – Canadian English – Fluent

Education

01.01 – 11.01	Næringsakademiet, Web kandidat (webdesign and e-commerce), in-service
08.97 – 06.98	Næringsakademiet, EDB prosjekt (networking), in-service
08.94 – 06.96	Teknisk Fagskole, Electronics and computer science (graduated computer engineer)
08.91 – 06.94	Gand and Godalen technical college, telematic and electronics

Certifications

1998 – IBM Certified Service Engineer
1999 – Toshiba Mobile Certified

Experience

09.2008 – current	Company	Black Hat SEO, www.blackhatseo.no
	Department	Internet Marketing
	Position	Manager
	Description	Privately held consulting agency with an impressive roster of clients, including Norway's official travel site, VisitNorway.com, and Full Tilt Poker. Full Tilt Poker is one of the largest online poker sites in the world, and we are responsible for their internet marketing initiatives in search and social media for the Scandinavian countries, as well as strategic sparring partner for their highly competent in-house internet marketing team.

08.2010 – current	Company	Nor PR AS, www.norpr.no
	Department	Internet Marketing
	Position	Communication Advisor
	Description	<p>I was hired to reinforce their classic PR branch to also include online PR, and to strategically position Nor PR as one of the leading PR agencies in Norway.</p> <p>My responsibilities at Nor PR is to make sure our clients have solid, sustainable internet strategies, and to administer their online campaigns efficiently.</p>
	Applications	WordTracker, KeywordDiscovery, Net Insight, Back Link Analyzer, Funnel Web Profiler, Xenu Link Sleuth, various custom tools

01.2010 – 07.2010	Company	Media Total AS, www.mediatotal.no
	Department	Internet Marketing
	Position	Senior Advisor
	Description	<p>Responsible for key account management and developing solid, sustainable internet marketing strategies for our largest customers, such as Santander Consumer Bank, Noroff Insitute and ClipCanvas, as well as oversee large scale national and international campaigns in search and social media.</p>
	Applications	WordTracker, KeywordDiscovery, Net Insight, Back Link Analyzer, Funnel Web Profiler, Xenu Link Sleuth, various custom tools

01.2008 – 01.2010	Company	Creative Visual Group AS, www.crestock.com
	Department	Internet Marketing
	Position	Internet Marketing Director
	Description	<p>Now acquired by Canadian Masterfile Corp., Crestock used to be the world's northernmost stock photography agency.</p> <p>As the internet marketing director in a small organization, I've had a wide array of responsibilities including overall marketing strategies, conversion rates projects, massive design & architecture revisions, social media marketing and viral campaigns.</p> <p>I molded Crestock into a massive traffic magnet via the blog & our design contests and have worked closely with Doggy Style Records/Snoop Dogg in a joint online promotion/viral campaign resulting in a 245% increase in unique visitors and more than doubled sales & revenue from January to November 2008.</p>
	Applications	WordTracker, KeywordDiscovery, Net Insight, Back Link Analyzer, Funnel Web Profiler, Xenu Link Sleuth, various custom tools

07.2006 – 12.2007	Company	Synlighet.no, www.synlighet.no
	Department	Internet Marketing
	Position	Senior Advisor SEO / Department Manager
	Description	<p>Synlighet is one of Norway's most renown internet marketing companies with core focus on PPC, SEO and Viral Marketing/Social Media Marketing.</p> <p>Responsible for managing and coordinating internet marketing efforts for many of Norways biggest corporations and web sites, including VG.no, Norwegian.no, Crestock.com.</p> <p>I'd like to highlight the immense success of Crestock.com where I single-handedly helped them increase both their overall traffic from 50K unique visitors/month to 500K and their organic search engine traffic from 15K to 117K in 6 months.</p>
	Applications	WebPositionGold, WordTracker, KeywordDiscovery, Omniture Site Catalyst, ClickTracks, Back Link Analyzer, Funnel Web Profiler, Xenu Link Sleuth, various custom tools

07.2004 – 05.2006	Company	Riptown Media, www.riptown.com
	Department	Internet Marketing
	Position	SEO Specialist/Poker SEO
	Description	<p>Riptown Media is a Canadian marketing company providing services to the major international digital entertainment company, Bodog Entertainment Group. In January 2010, an independent survey showed that Bodog was strongest online gambling brand in the world.</p> <p>I served as primary Poker channel SEO, but also worked on many of their other online properties such as BodogNation, BodogBeat, BodogMusic as well as helped developing their highly acclaimed affiliate system. I was also involved in conversion studies on several of their online properties.</p>
	Applications	WebPositionGold, WordTracker, KeywordDiscovery, Omniture Site Catalyst, ClickTracks, Back Link Analyzer, Funnel Web Profiler, Xenu Link Sleuth

08.2003 – 04.2004	Company	Hipercom AS, www.hipercom.no
	Department	Development
	Position	Department Manager
	Description	<p>Hipercom AS, located in Rogaland Science Park, is a relatively small company specializing in computer networking and internet solutions.</p> <p>Sales and project management, product, idea and concept development. Was responsible for developing custom solutions for some of their biggest reference customers - Viking FK, International Association for Energy Economics Norway and Microplex Norway AS among others.</p> <p>Furthermore, I've been leading the development and designed the GUI for their CMS, HiperPublish 2.0, a web based, and easy to use content management system. As one of the very few (at that time) CMS's available, this has superior support for SEO, and is also extremely fast and easy to implement due to the use of Smarty templates.</p> <p>I also introduced SEO/SEM to the company and positioned Hipercom AS as one of the technically leading SEO/SEM companies in Norway. I also held several successful seminars on the subject in Rogaland Science Park as well as written and assisted in writing articles for the Norwegian online magazine E-guiden, www.e-guiden.no</p>
	Applications	Adobe Photoshop/ImageReady, Crimson Editor, AWStats, DeepMetrix, WebPositionGold, WordTracker plus in-house statistic- and analysis programs

Consulting assignments

Via ElanIT ReSource

11. 2002 – 12. 2002	Company	Autronica Fire and Security, www.autronicafire.no
	Department	IT
	Position	Consultant
	Description	Support on MS Office and Win 9x/NT, preparing for setting up Citrix server and AD.
	Applications	Windows 9x,NT/2k, Citrix , MS Office and Notes

Via Xtra Kompetanse AS

04. 2002 – 09. 2002	Company	Allianse Provider ASA, www.allianse.no
	Department	Helpdesk
	Position	Senior Support Specialist
	Description	<p>Allianse Provider ASA (now Allianse Operations ASA) is one of the leading ASP companies in Norway.</p> <p>I was hired as a resource to increase the competence level as well as ease the pressure on the network dept, improve routines and service level. User administration on Citrix/Win2k, VPN (Cisco) and AS400.</p> <p>Also responsible for monitoring and reporting on communications to our customers.</p>
	Applications	Win 9x, NT, 2K, Citrix, Cisco VPN, Super Office, Notes, Office, Exchange, AS400 and more

Via KAS AS

01. 2002 – 04. 2002	Company	Statoil ASA, www.statoil.com
	Department	IT
	Position	Consultant
	Description	Logging well data
	Applications	

11. 2001 – 01. 2002	Company	KAS AS, www.kas.as
	Department	IT
	Position	Consultant
	Description	In-house maintenance – upgrading SuperOffice with report modules, converting from C-tree database to MS SQL 2k, improving back-up routines and upgrading pc hardware.
	Applications	Windows 2K, SQL 2k, SuperOffice

06.2001 – 11. 2001	Company	Sørco AS, www.sorco.no
	Department	IT
	Position	Team leader at the Ekofisk Alliance
	Description	The Ekofisk Alliance is an alliance between the oil corporations drilling in the Ekofisk field. Service and maintenance on clients, network, back-up as well as surveillance during the shutdown period on the Ekofisk Field.
	Applications	Windows NT Workstation and Server, 2K and Office 97

04.2000 – 06.2001	Company	Statoil ASA, www.statoil.com
	Department	IT
	Position	Consultant
	Description	Statoil ASA is the biggest oil corporation in Norway, is represented in 28 countries with about 24 000 employees. 1 st and 2 nd line helpdesk, support on Lotus products, Windows 9x, 2K, Office 97/2K, Winframe, SafeGuard Easy and RLN concept.
	Applications	Lotus 1-2-3, Lotus Notes, WordPro, MS Office 97/2k, Novell 4.x, Windows 9x and 2k, SAP and more

Other

06.1998 – 04.2000	Company	InfoCare ASA, www.infocare.no
	Department	
	Position	Service Engineer
	Description	InfoCare is an independent Nordic company with a strongly focused service concept in the area of information and communications technology and has about 835 employees located at 60 sites in Norway, Sweden, Denmark and Finland. I was responsible for service on Cinet, IBM and Toshiba, back-up routines and spare part logistics.
	Applications	

1997 – 1998	Company	Serad / Spaceworld, www.spaceworld.no
	Department	
	Position	Salespersonell/pc hardware/software service
	Description	Sales and service on computers, audio and video, video games, cell phones and more. 50-80% position during studies.
	Applications	

1996 – 1997	Company	The Norwegian Army, basic training
	Department	Commando central
	Position	Team leader Communications, Commando group
	Description	
	Applications	

References on request