

Contact

mikael321@gmail.com

www.linkedin.com/in/mikael-karlsson-mk (LinkedIn)
dagensanalys.se (Company)
connectedwork.me (Company)

Top Skills

Web Analytics

Market Research

Sales

Mikael Karlsson

Co-Founder, Content Writer at Karlssons Textbyrå
Stockholm, Sweden

Summary

Currently work with Karlssons Textbyrå, Dagensanalys.se, MMS and other projects.

Experience

Karlssons Textbyrå

Co-Founder, content writer

December 2017 - Present

Stockholm, Sweden

Content writing, translations, proof-reading and editing.

We adapt our work to your target audience and use our vast experience and insights to create content ready for publishing.

Vi är Sveriges bästa textbyrå.

Dagensanalys.se

Founder and editor

March 2014 - Present

Stockholm, Sweden

Dagensanalys.se is the number one editorial source and knowledge base for people interested in digital development. If you are searching for a source to guide you in this era of digital transformation then Dagensanalys.se is the one. 50.000 visitors every month and 4.000 subscribers to our newsletter.

www.dagensanalys.se

Mediamätning i Skandinavien

Senior Consultant

January 2013 - Present

Stockholm, Sweden

Innovate a new measurement system that collects data from a panel.

Din Omvärld

Founder

2013 - Present

Digital media consulting in all facets of projects. Both as team leader and sole consultant. Problem solving, innovation, digital change management, digital transformation and more.

Mediamätning i Skandinavien

MMS

May 2016 - 2017 (1 year 8 months)

Stockholm, Sweden

Test and experiment with new products and services resulting in a knowledge database for MMS.

Reson

Self-employed Internet Consultant

January 1992 - January 2016 (24 years 1 month)

My previous consulting firm before I changed to Aktiebolag. I have worked with clients such as Telia, Sveriges Annonserer, Vendemore, KIA-Index, Mediarådet, Internetombudsmannen, CINT, Microsoft, Nyheter24, Aftonbladet, Schibsted, Starcom, SMRN, Resoner.nu, Seamless, Marknadsundersökningens Dag, Spray, Double Measure, Eniro, Gula Sidorna, Defacto, Sifo, IMU-Testologen, Double Measure, Esensus, Stardoll, Talentum and many more.

Sveriges Annonserer

KIA Index

January 2009 - January 2015 (6 years 1 month)

Developed KIA-index.

I am the one that innovated and developed the idea of KIA-index that later was transferred to Sveriges Annonserer.

At Sveriges Annonserer I worked as head of KIA-index in charge of measurement methodology, workshops, knowledge-transfer and more.

RAM

Consultant - project based

January 2013 - December 2013 (1 year)

Worked with development and product innovation for their online research.

Starcom

Research Manager

January 2008 - January 2009 (1 year 1 month)

Responsible for all online/offline research and market intelligence.

Aftonbladet

Online Analyst & Commercial Manager

January 2006 - January 2008 (2 years 1 month)

Head of online analytics. Later Manager Commercial Services (Plus, Mobile, Viktklubben)

Also worked with Aftonbladet Tillväxtmedier (Blocket, Hitta et al) with focus on analysing market intelligence. I also developed new business such as Destination.se.

Spray Network

Web Analyst

January 2004 - January 2005 (1 year 1 month)

Responsible for all online research.

Eniro

Projekt Manager

January 1999 - January 2002 (3 years 1 month)

Gulasidorna.se and other projects for Eniro. Innovated new measurement technology. Project leader for development projects, product innovation and roll-out across all markets.

TeliaSonera

Projekt Manager

January 1997 - January 1998 (1 year 1 month)

Projekt manager for a new call center solution. Client was 118118. Team leader involved in several workshops in both Sweden and the UK prior to implementation of system.

Education

University of Western Sydney

Bachelor, Marketing · (1996 - 1999)

Kungsholmen Gymnasium

Studenten, Ekonomi

Matteus