



Tomas Carlsson – CV

Contact

Name Tomas Carlsson
E-mail tomas.tc@gmail.com
Web www.tomascarlsson.se

**THIS PUBLIC VERSION OF THE CV DOES
NOT SHOW ADDITIONAL CONTACT INFO.**

Goals

I strive for a job where I can develop professionally and deepen my knowledge. My long-term goal is to evolve by using new technology to create, integrate and manage useful, SEO-friendly and standardized websites, systems, and web services. Furthermore, I aim to analyze how visitors use the platforms to be able to plan and implement improvements. I have a strong interest in new applications and web systems and like being in the driver seat and find technical solutions to problems organizations may have. Also create better web and system experience for users (both internal and external).

Work Experience

Date: 2017 –
Employer: Truesec
Role: **Head of Marketing Technology (Technical Web Manager)**
Duties /Areas of responsibility: Responsible for all the company's websites/web systems and marketing technologies. This includes CMS, multisite, event platforms, internal systems, CRM/MA, e-commerce, DNS, project management systems, and custom developments. Work tasks involved system management, development, integrations, monitoring, onboarding/support, research, requirements gathering, and superadministration. I also conducted website analysis and created dashboards for stakeholders within the company. I led and managed web and system migrations. Some of the systems were WordPress, Hubspot, CraftCMS, Sharepoint, Llyti, Google Marketing Platform (GA4, GTM, Search Console, Looker Studio), Teamtailor, Asana, Zapier, SEMRush, Supermetrics, Cookiebot, and more. Additionally, I worked in an agile environment with web development and SEO backlogs, both internally and with external developers.

Executive Web Developer (Head of Web)
Initially, I also held a combined role as a senior developer and technical web manager. In this capacity, I oversaw, managed, developed, and executed Truesec's entire web environment, which consisted of multiple websites and digital channels.

Date: 2016 – 2017
Employer: Hantverksdata
Role: **Frontend / Solutions Developer (SEO Advisor)**
Duties /Areas of responsibility: Responsible for the development of a mobile hybrid application with a focus on UI design and frontend development. I also worked on SEO and conducted audits for the marketing department.

Date: 2013 – 2016
Employer: Barncancerfonden
Role: **Webmaster**
Duties /Areas of responsibility: Responsible for the organization's websites, web systems, and SEO. QA for UI, content, and graphics. Developed the organization's blog and campaign/

microsites. My tasks included project work and backlogs with agencies, frontend and backend development (PHP, MySQL, HTML, CSS, JavaScript), web publishing, editorial material quality assurance, SEO, web analysis/reporting, technical support/ advice for editors, and email marketing. I also participated in many projects in related areas, such as SEM/PPC, measurements/tracking, e-commerce, A/B testing, IT operations, system development, bug tracking, etc. The main systems used were Episerver (Optimizely), WordPress, and Sharepoint. I worked continuously in agile projects, both internally and externally, with various partners and suppliers.

Date: 2012 - 2013
Employer: Aquademica AB
Role: **Head of Web & Tech / WordPress Developer**
Duties /Areas of responsibility: Responsible for the company's website and web systems, search engine optimization, and online marketing. The website was developed using WordPress CMS, and all programming (HTML, CSS, PHP, JavaScript, APIs) and design were part of my tasks. In addition, I provided advices and implemented SEO for the company, including keyword analysis, on-page and off-page optimization, social media, newsletters, and AdWords advertising. I also conducted analyses, measurements, and reporting. I had an advisory role and provided support for web-related issues to employees.

Date: 2009 - 2013
Employer: TCM Design (Own business)
Role: **Founder - Web Development/Web Design, Management, Online Marketing**
Duties /Areas of responsibility: Development and management of websites for companies and organizations. Worked in phases, including preliminary studies such as quotations, time planning, requirement specifications, and briefs. I also designed and presented design proposals and ultimately programmed websites based on proposals and requirements. I worked on search engine optimization of websites through keyword analysis, on-page optimization, and other internet marketing activities like web analysis and advertising campaigns. Additionally, I set up an online shop with an e-commerce solution.

Date: 2001-2009
Employer: GETR - Tryck & Reklambyrå AB
Role: **Web Developer / Graphic Designer**
Duties /Areas of responsibility: Development and design of websites and banners. I created sketches, proposals, designs, layouts, and originals for printing and advertising. I built a site in Joomla CMS, among other tasks. Marketing and planning were also part of my responsibilities. I had a lot of contact with customers and suppliers. I had full responsibility for the company's web and print projects, from ideas and customer meetings to planning, production, customer feedback, and evaluation.

Date: 2000 - 2001
Employer: Nya Professionell Färgservice AB
Role: **Graphic Designer / Webmaster**
Duties /Areas of responsibility: Layout, artwork, image processing, sketches for printing. I had some contact with customers and suppliers also and was responsible for designing and updating websites.

Date: 1999-2000
Employer: Danderyds Kommun
Role: **Data Technician**
Duties /Areas of responsibility: Installation and commissioning of hardware, software, networks, and internal email systems, both within the organization and at various municipal units.

Education

Date:	2009-2011
School:	University West
Education:	University Diploma 120 HE credits (Informatics / Webmaster Program)
Courses:	<ul style="list-style-type: none">• Markup language and HTML• Graphic Design for Internet• Programming with an object-oriented language (Java/C#)• Digital Media Distribution• Web Programming 1 (PHP/JavaScript/ASP.Net/AJAX)• Web Programming 2 (WordPress/CMS/Themes/Plugins)• Digital graphics• Digital Video Production• Multimedia production• Degree Project (Search Engine Optimization in Content Management Systems)• User Centred Systems Analysis• Design and Practical Use of Databases• Vector graphic & animation• Intranet/Internet Services• IT-security
Date:	2005-2016 (Courses completed during these years)
Courses:	<ul style="list-style-type: none">• Web Design + JavaScript - 15 HE credits• Web Programming - 15 HE credits• Web Applications+ OOP. - 9 HE credits• Databases, HTML, CSS & PHP - 2,5 HE credits• Web Programming - 2,5 HE credits Umeå University Linnaeus University Södertörns University Blekinge Institute of Techn. Malmö University
Date:	1999-2000
School:	Jensen Education
Education:	Graphic Design, Webdesign, Marketing, Project Planning, 1 year full time
Date:	1998-1999
School:	Kunskapsnätet
Education:	Media & Copy 0,5 year full time
Date:	1997-1998
School:	Miroi
Education:	Information & Multimedia (kurspaket), 1 year full time
Date:	1993-1996
School:	Danderyds Gymnasium
Education:	Social Sciences 3 year, full time

Work Experience – Systems and development

System / Tools

5-10 years

CMS and Websystems in general
WordPress and Hubspot
Google Marketing Platform (GA4, GTM, Looker Studio, Search Console)
WooCommerce, Plugins/Addons
WPEngine, Microsoft 365 (Sharepoint, Teams, Planner, Office), Asana & Trello, Adobe Creative Suite

2-5 years

Episerver (Optimizely), Headless CraftCMS, DNS/SSL, Cookiebot, X/Twitter, Meta/FB, LinkedIn MailChimp, Apsis, LiveWebinar, WebEx Events (Socio), Zapier, Confluence, Figma, Miro, Screaming Frog SEO Spider, SEMRush, Supermetrics and more.

Code

5-10 years

HTML, CSS/SCSS, WordPress/PHP

2-5 years

JavaScript/jQuery, HubL, API, Git / GitHub
Liquid, MySQL, XML m.fl.

Spoken languages

Swedish:

Native

English:

Very good