Tomas Carlsson - CV

Contact

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**SOME CONTACT DATA NOT VISIBLE
ON THIS PUBLIC VERSION**

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 web platform to be able to plan and implement improvements. I have a strong interest in new services and web systems and like being in the driver seat and find technical solutions to problems organzations may have. Create better web and system experience for users (both internal and external) are also relevant part of this.

Work Experience

Date:	2024-
Employer:	Region Stockholm
Role:	**Website Manager / Technical Web Coordinator**
Duties /Areas of responsibility:	Responsible for web management, operations, web platform and development of 7 websites within Region Stockholm. Work tasks include website coordination and management, leading web projects and backlogs with external agencies, evaluate marketing and web technology solutions (Eg. Hubspot), Web Analytics and creating dashboards/reports. Also in charge of the Website budget and invoices..

Date:	2017 - 2024
Employer:	Truesec Group
Role:	**Fullstack Web Manager / Head of Marketing Technology**
Duties /Areas of responsibility:	At Truesec (B2B cybersecurity company) I worked very solutions oriented, mainly hands-on operative but also strategic with Web Development, Website Management and Technical SEO. I have had ownership of all Websites and Marketing Platforms.

Main tasks::
- Hands-on Theme/Website Development in WordPress and Hubspot CMS
- Management in Hubspot Ecosystem, Google (GA4, Tag Manager, Search Console, Ads), Event systems, E-commerce platforms and Marketing tools/services.
- Creating technical SEO audits and hands-on adjustments
- Creating analytics dashboards/reports, website performance and UX/UI analysis
- Frontend coding/deployments (HTML, CSS/SCSS, Javascript, API, GIT)
- Landing page optimizations, and lead generating functions (Eg. Forms, CTA:s)
- Administrative tasks, for example manage and approve invoices
- Information and Website security risk reviews
- Leading and coordination of Web and SEO projects/backlogs with agencies and coworkers
- Onboarding, Support & Guidance to employees and stakeholders in web and martech

Initially, my focus was primarily the Swedish market but since the expansion around 2019 I started working with international markets and colleagues in US and Europe. When started at Truesec I had a little bit more focus on web development and solutions. In this position I migrated (SEO/UX in fcous), 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 created a website/ SEO Audit for the marketing department.

Date:	2013 - 2016
Employer:	Swedish Childhood Cancer Foundation (Barncancerfonden)
Role:	**Webmaster**
Duties /Areas of responsibility:	Responsible for the organization's websites, e-commerce 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 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 web systems used were Episerver (Optimizley) and WordPress. 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, SEO & 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:	My own company where I offered services withing website development and maintanance for clients. Gathered requirements briefs and created offers. Worked with both web desigm and website production as well as SEO audits including keyword research, tech and onpage optimization. Also helped with digital marketing activities like web analysis and advertising campaigns. For one client I built I webshop in Woocomerce..

Date:	2001–2009
Employer:	GETR - Advertising Agency (GETR - Tryck & Reklambyrå AB)
	Graphic Designer / AD / Web Developer
	Worked with multiple clients and had direct contact with them. Ideas, design, website production, advertising, SEO and more.

Education

Date:	2009-2011
School:	University West
Education:	University Diploma 120 HE credits (Informatics / Webmaster Program)
Courses:	

- Markup language and HTML
- User Centred Systems Analysis
- Graphic Design for Internet
- Programming with an object-oriented language (Java/C#)
- Digital Media Distribution
- Design and Practical Use of Databases
- Web Programming 1 (PHP/JavaScript/ASP.Net/AJAX)
- Web Programming 2 (WordPress/CMS/Themes/Plugins)
- Digital graphics
- Vector graphic & animation
- Digital Video Production
- Intranet/Internet Services
- Multimedia production
- IT-security
- Degree Project (SEO in Content Management Systems)

Date:	2005-2016 (Courses completed during these years)
Courses:	

- Web Design + JavaScript - 15 HE credits — Umeå University
- Web Programmering - 15 HE credits — Linnaeus University
- Web Applications+ OOP. - 9 HE credits — Södertörns University
- Databases, HTML, CSS & PHP - 2,5 HE credits — Blekinge Institute of Techn.
- Web Programmering - 2,5 HE credits — Malmö University

Date:	1999-2000
School:	Jensen Education
Education:	Graphic Design, Web design, 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 (multiple courses), 1 year full time

Date:	1993-1996
School:	Danderyds Gymnasium
Education:	Social Sciences 3 year, full time

Additional info

Work Experience - System / Tools / Code

6-10+ 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 CS
HTML, CSS/SCSS, WordPress/PHP

2-5 years:
Screaming Frog SEO Spider, SEMRush, Yoast SEO, Episerver (Optimizely), Headless CraftCMS, DNS/SSL, Cookiebot, X/Twitter, Meta/FB, LinkedIn, MailChimp, Apsis, LiveWebinar, WebEx Events (Socio), Lyyti, Zapier, Confluence, Figma, Miro, Supermetrics
JavaScript/jQuery, HubL, API, Git / GitHub, Liquid, MySQL, XML m.fl.

Spoken/Written languages

Swedish: Native   **English:** Professional Working Proficiency

References are provided upon request.