

Maria Grip

Greater Stockholm Metropolitan Area

 maria.grip@gmail.com

 [linkedin.com/in/mariagrip](https://www.linkedin.com/in/mariagrip)

Summary

Online Marketer working mostly within ad sales but since 2018 auditing medias/publishers and platforms in the digital media landscape.

Also has a passion for writing and reading, being a content contributor on Gazzine.com.

Fun facts;

10+ years in Digital Advertising.

Creator of Display Marketing course at Nordictechinstitute.com.

7 years of Leadership (Retail followed by B2B Advertising Industry).

10+ years of producing Digital Content.

50+ visited countries.

Digital Nomad.

Francofile.

Contact: maria.grip@gmail.com

Experience



Digital Specialist Media Audit

Media by Kantar

Feb 2019 - Present (4 years 1 month)

In my area of work I mainly focus on Digital Audits (auditing digital media publishers and platforms) to enable publishers to reassure the advertisers that they have legitimate audiences for campaigns.

I am also a Client Manager, supporting existing customers as well as onboarding new ones to our services. With that comes budget responsibility.

Within audit most of my time is spent on podcasts published on Poddindex, Swedish news media sites by assignment from MPRT, websites and platforms as well as Influencer agencies and networks on assignment by IAB Sweden.

AREAS OF WORK:

-Initiate and carry out new and modified digital audit concepts, such as Sample Audit for podcasts.

-Audit, validate and publish data weekly.

-Internal Project Management (such as for incorporating indexes and data in the platform Mediafacts).

-Technical Project Manager as well as Web Editor for Poddindex and KIA-index.

Kantar is the world's leading data, insights and consulting company. My division Media Audit is placed under the Media Department.



Educator

Nordic Tech Institute - Kurser på distans

Dec 2019 - Present (3 years 3 months)

Creator of online course in Display Marketing, released in December 2019 in collaboration with Nordic Tech Institute.

Nordic Tech Institute hosts online courses made by experts in the field of digital marketing. Our courses focus on both theory and practice giving our users an optimal learning experience.

Digital Content & Marketing Specialist

Oct 2013 - Present (9 years 5 months)

Freelancing as writer, content editor and content marketing strategist.

Managing various websites using Wordpress.

Micro Influencer within travel, dining and lodging, posting content on sites as well as in social media.

Revenue Management; Booking.com partnership, GetYourGuide.com partnership, banners through Google AdSense and Content Collaborations with several brands.

Analytics tools: Google Analytics.

E-mail communications through MailChimp.

2019 - | Contributor as writer on the platform Gazzine.com (by journalists).

2013 - | Content & Marketing for various brands and organisations, on TravelGrip.se.

2017-2018 | Content Creation for the agency TopDog.

2013-2015 | Responsible for Online Communications and Social Media for local constructor Fixit Service, Sweden. <http://www.fixitservice.nu/>

Guest blogging

2016 | ERV insurance company

2013-2014 | Resfeber.se/blogg

Task Force Member - Influencer Marketing

IAB Sverige

Aug 2018 - Oct 2022 (4 years 3 months)

Member and internal group leader among others in the Task Force for Influencer Marketing, in relations to being the auditor for IAB Sweden Influencer Marketing Certification.

The Task Force Influencer Marketing is responsible for setting up and maintaining industry standards for its area.

Voluntary work.

Digital Specialist

TS Mediefakta

Jun 2018 - Feb 2019 (9 months)

TS was a subsidiary company to Kantar Sifo and Sveriges Annonsörer/Swedish Advertisers Org, with responsibility to measure and validate Swedish medias and provide impartial reviewed ratios.

ASSIGNMENT:

Assist in implementation of tools and platforms

Assist in development of tools and platforms

Measure, validate and analyze websites
Measure, validate and analyze Influencer networks and agencies (through collaboration with IAB Sverige)
Close cooperation with global and local partners, agencies, media houses and advertisers
Management of webpage, LinkedIn pages and news publishing
Project Management

Acting Manager Smart Media

Etraveli Group

Feb 2018 - Jun 2018 (5 months)

For Etraveli, one of the leading Online Travel Agencies globally, I managed the Media Sales department Smart Media during a period of time. The team of five, consisting of B2B Media Sales representatives as well as the Advertisement Support staff, performed according to plan and majority of our targets were reached.

ASSIGNMENT:

Strategy and sales control.
Responsibility of the department budget.
Partnerships to increase revenue.
Close cooperation with consultants.
Maintaining internal Processes and Routines.

Interim Manager Web Production

Etraveli Group

Oct 2017 - Mar 2018 (6 months)

Interim Manager to support the Web Production & Delivery team in their processes and priorities. The team of three were Web Developers and Web Designer.
Managed relationships with key persons internally and externally.

Team Leader Ad Ops

Etraveli Group

Feb 2017 - Feb 2018 (1 year 1 month)

At the media branch Smart Media I used all of my skills as a Digital Marketing Specialist within Media Sales B2B. My leadership skills was used especially for coaching Ad Operations staff in junior positions.

Focus areas;

The strategy for the group, review and improvement of internal processes and collaboration between sales and delivery.
Yield Management.
Acted as Smart Medias primary contact internally for Business & Product Development.
Managed relationships with external contacts, such as tech suppliers, consultants and media buyers.
Took part in recruitment of one new employee.
CRM and Website administration as well as some web editing.

Programmatic Manager

Etraveli Group

Oct 2016 - Mar 2017 (6 months)

For Etraveli, the leading Online Travel Agent in the Nordic region, at the department Smart Media (B2B Media Sales) I took part in the following:

Set-up and management of the programmatic strategy and evaluations.

Procurement and implementation of systems and platforms.

Continuous work with Yield Optimization and ad monetization.

Revenue Management.

Internal Processes and Routines.

I began my employment as a Programmatic Manager but moved on to be Team Leader for the Delivery/ Ad Operations team in the spring of 2017.

ADDREAX

Head of Ad Operations & Statistics

Metro Sverige

Jul 2015 - Sep 2016 (1 year 3 months)

Head of Ad Ops (Annonbokningschef Online) for Metro.se, MetroMode.se, Metrojobb.se and AllaStudier.se.

Managing the team of Ad Ops, including two Traffic & Web Analysts.

Manage relationships with ad networks, ad tech companies, agencies and trading desks.

Responsible for Display Ad Campaign Delivery, Optimization and Troubleshooting.

Sales Support.

Primary point of contact for internal teams regarding Display ad technology, ad implementation and ad maintenance.

Responsible for Programmatic Strategy, Yield Optimization and Deal Management.

Publishing native content on websites, using the sites' CMS.

Management of Facebook Business Manager for boosting native content.

Responsible for Statistics and reporting of campaign deliveries (Banners as well as Natives) and Websites.

ADDREAX

Traffic & Web Analyst

Metro Sverige

Jan 2015 - Jun 2015 (6 months)

Part of Ad Operations & Statistics team.

Support the sales team to coordinate Display Ad Campaigns and manage Ad Delivery on Metro.se, Metrojobb.se, AllaStudier.se and Metromode.se.

Update of the Ad Ops manual.

Reporting statistics from sources Adtech, Google Analytics and other systems.



Digital Traffic & Campaign Manager

Leads Commercial Partner

Aug 2012 - Dec 2014 (2 years 5 months)

Ad Operations:

Responsible for B2B Display Ad Campaign Bookings towards sites and coordination and management of rich media ads for both mobile and desktop devices.

- Inventory checks, system bookings, optimization and delivery.
- Communication towards Clients, Publishers, Agencies and Sales persons.
- Responsible for updating the Routine Manual for Ad Ops / Traffic. Training of new staff.

Reporting and analysis:

Market Research; RAM, Orvesto Internet.

Social Media; Twitter and Facebook account set-up and maintenance.

Ad Serving Systems: Cxense Emediate Aderving, Adtech IQ, Adform, Danads.

CRM System: UpSales

Awarded 2013 Best Traffic employee // Utsedd till Årets "Traffic" 2013.

Head of E-commerce

Firma M Grip

Jul 2010 - Aug 2012 (2 years 2 months)

Self Employment / Founder

Webshop (www.create2day.se)

- Content on site and blog
- Social Media admin, Facebook page and Twitter
- SEO
- Advertising; Google AdWords PPC Campaigns
- Google Analytics
- Production of logos and newsletters
- Purchase
- Sales
- Stock and Logistics
- Accounting, V.A.T and taxes



Facility Person

Addici

Nov 2008 - Sep 2011 (2 years 11 months)

For three years I worked with Facility Services for Addici FM AB, in Stockholm, Sweden. Much focus was put on creating routines, training new personell and implementing and working in accordance to the Lean-method.

1st assignment: Stationed at BT Nordics as Floor manager for 2,5 years, often assisting BT Nordic's Facility Manager in various areas.

2nd assignment: Stationed at Tieto Sweden AB as Customer Service Representative for 6 months.



Assisting Store Manager

Fotoquick-Aircall

Jan 2001 - Mar 2007 (6 years 3 months)

- Customer Service
- Order management
- Staff Management
- Technical Responsible for the Laboratory
- Responsible for Display and Window-dressing
- Administration; Invoicing, Budget control
- Purchase, Sales, Logistics, Stock-taking, Cashier, Banking

Education



Medieinstitutet

Yrkeshögskoleexamen, Online Marketing

2011 - 2012

Courses:

- Traditional Marketing
- Online Marketing & Communication
- HTML basics & CMS (WordPress)
- SEO, Reports, Analysis, Linkbuilding
- PPC Campaigns (Google AdWords), Search Engine Marketing, Strategies, Keyword Reports
- Google Analytics
- Online Strategies for existing companies (such as Svenska Spel with pitch). Drafts of Social Media Strategies and E-commerce strategies with Advertising Plan
- Display Advertising (TradeDoubler & Google Display Network) incl. Affiliate advertising (TradeDoubler)
- E-mail Marketing, Newsletters



Komvux, Sweden

Business English

2010 - 2010

Business English / Affärskommunikation Engelska

Pass with special distinction (MVG)



TEFL online

TEFL Certificate, Teaching English as a Second or Foreign Language/ESL Language

Instructor

2007 - 2007

100 hour course, certificate to Teach English as Foreign Language.

<http://www.teflonline.com/>



Malaco Instituto, Malagá SPAIN

Advanced Level, Spanish

2004 - 2005

Advanced Spanish studies.



Borgarskolan - Upper Secondary School

The Media Programme - Information and Advertising

1996 - 1999

- Media Communications
- Journalism & Copywriting
- Photographing & Photo Editing in Photoshop
- Graphic Media
- Radio Broadcasting (Amateur radio)
- Video, Films & Sound

Internship as Photographer at the local daily paper Gefle Dagblad. <http://gd.se/>

Licenses & Certifications

 **Strategic Thinking** - LinkedIn

 **Social Media Marketing: Optimization** - LinkedIn

 **Strategic Partnerships** - LinkedIn

 **Business Analysis Foundations** - LinkedIn

 **Cultivating a Growth Mindset** - LinkedIn

 **Designing Growth Strategies** - LinkedIn

 **Project Management Simplified** - LinkedIn

 **Google Analytics 4 (GA4) och webbanalys** - Market Akademi

Skills

Online Advertising • SEO • Online Marketing • Copywriting • Market Research • Digital Marketing • Digital Strategy • Yield Management • Marketing • Web Content