

Johan Levin

Marketing Manager @Trek Bicycle

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Erfarenhet

Marketing Manager & B2B project leader på Trek Bicycle

August 2013 - Present (3 years 7 months)

Trek Bicycle Corporation, headquartered in Wisconsin USA, is a global leader in bicycle design, marketing and manufacturing since 1976.

Trek Sweden AB finns i Halmstad med sälj-/marknadsfunktioner för att supporta marknaden lokalt och direkt.

Marketing & Communication, key areas:

- Identify and understand factors that affect today's market and it's future.
- eCommerce/ e-services manager, B2B platform project-leader.
- Retail/ promotion and communication with business leading retailers.
- Brand marketing/ web-coverage and visualization, demo tours and exhibitions.
- Social media/ brand visualization/innovation in modern channels.
- Google Analytics/ expert mode, HTML/xml data feeding. SEM
- Content Management/ proofing, admin. of global content.
- BI/ statistic brand data analytics and design.
- Budgeting/ planing and reporting.

//Pick one: Excel super skills.

//Pick Two: "2.35 marathoner" running as a life style.

Marketing and Sales Coordinator på Trek Bicycle

August 2010 - August 2013 (3 years 1 month)

HR consultant på Arbetslivsresurs

August 2009 - October 2010 (1 year 3 months)

Employment Agency:

Rekrytering och omställning.

Genom att utveckla människor utvecklar vi organisationer. Arbetslivsresurs hjälper organisationer och företag att i högre grad förstå och genomföra förbättringsåtgärder. Dessa påverkar lönsamheten och har ekonomiska effekter på humankapitalet. Vi gör detta genom att hjälpa människor finna nya karriärer, få människor tillbaka till arbetslivet och utveckla prestationsförmågan generellt i organisationen.

Specialties: Inom områdena organisations- och ledarskapsutveckling, omställning, arbetslivsinriktad rehabilitering, rekrytering, arbetspraktik och arbetsprövning.

Social Worker 2.0 på Fountain House

2007 - October 2009 (2 years)

Socionom. Here is my degree from University.

Fountain House is a non profit organization and certified self help program for people recovering from mental illness. Fountain House offers innovative support services in the areas of employment, education, housing, and wellness, as well as an initiative targeted at young adults.

Fountain House in Sweden offers ground breaking alternatives to the traditional recovery program within the mental health field. And ambassadors for new generations of healthy living.

Kompetenser och expertis

Coaching

Marketing

Event Management

Leadership Development

Organizational Development

Leadership

Human Resources

Sales

Performance Management

HR Consulting

Public Speaking

E-commerce

Recruiting

Career Development

Employee Relations

B2B

Business Strategy

Google Analytics

E-commerce SEO

Content Management

Marketing Communications

Business Intelligence

PPC

SEO

E-handel

B2C

B2B-marknadsföring

Sociala medier

Projektleddning

PR

Utbildning

Halmstad University

Bachelor, Social Science, 2005 - 2008

Halmstad University

Bachelor, Theory of education, 2004 - 2006

University West

BS, sociology/psychology of human development, 2003 - 2005

Sammanfattning

Experienced Digital Marketing Manager with a demonstrated history of working in the sporting goods industry. Strong program and project management professional skilled in Search Engine Optimization (SEO), Career Development, HR Consulting, Coaching, and Sales.

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[Kontakta Johan på LinkedIn](#)