

JOHAN OCKLIND

Contact

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Address

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Sweden

Date of birth

1988-06-21



- Data-driven
- Technical
- Analytical
- Business minded
- Agile, lean

With years of experience as an entrepreneur and freelancing Growth Hacker, I help companies drive growth by strategising, managing, implementing and analysing growth projects. I'm self-active by nature, used to working collaboratively and thrive in startup environments.

WORK EXPERIENCE

Storytel (audiobooks)

2023 Q2+Q3

Headed the Digital Growth Team on an interim basis.

- My team was responsible for SEO and SEM for their web, which was the largest intake channel.
- We also owned ASO and the referral program.

All areas spanned over Storytels 30+ markets.

EasyPark (parking app)

2020 - 2022

- Planned, managed, implemented & analysed new pan-European CRM-programs (email, sms, push, in-app messages) with a total value add of €500k+ over 8 months.
- Planned, managed and evaluated a new referral program. First iteration added €60k in value on a yearly basis.
- Planned and managed a multi-million user migration project, following an acquisition EasyPark made. Value added TBD.

Företagande.se (community for entrepreneurs)

2019 - 2020

- Planned and launched a new service offering along with a marketing strategy, website, campaign setup, tracking and more.

Bellpal (fall detection watch)

2019 - 2020

- Planned and implemented a go-to-market strategy, including a market analysis, channel strategies, buyer personas and more.
- Provided a comprehensive sales funnel analysis along with actionable insights and improvements.

Competencies

Team building.
Acquisition Strategies.
Churn Prevention.
Retention Plans.
AB/Multivariate Testing.
Data Analysis.
Project Management.
Product Development.
Business Development.
Stakeholder Management.
Budget Planning.
Landing Pages, Tracking.
Paid ads.
SEO.
Customer Insights.
Referral Programs.

FOUNDER

SFKH.se (hobby affiliate site)

2023 - present

- Built a highly search engine optimised website.
- Researched keywords and content.
- Crafted and built tools and content.
- Built backlinks and customer journeys.

Curato Coffee (hobby e-commerce site)

2022 - present

- Crafted a marketing plan followed by implementation and analysis.
- Raised capital from ALMI.
- Worked with product development, logistics and partnerships.
- Launched our E-commerce store and managed it.

PT-Planner (CRM platform)

2015 - 2019

- Managed a small team of developers to create an iOS and Android app along with a connected web app (the CRM platform).
- Planned, managed and rolled out an extensive content marketing strategy including hundreds of videos, articles, recipes and infographics.
- Set up and ran our servers, landing pages, ad-tracking and our marketing tech-stack in general.
- Hired sales personell, set up partnerships and various gerilla marketing efforts.

PROFESSIONAL POKER PLAYER

Self-employed

2007 - 2013

- Collected and acquired data on other poker players and their history (data mining).
- Studied patterns, identified & tested new ideas on a daily basis (data analysis).
- Ran a successful community for knowledge sharing.
- Implemented game theory (math) mixed with exploitative (psychology) tactics with great success.

Remarks: Multiple successful TV appearances, author of Swedens most popular poker blog, consistent winner over 7 years, sponsored by Europes largest agency.