

## Waleed Elhardallou

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## Professional Summary

Results-driven Marketing Specialist with over five years of experience in digital marketing, project management, and event coordination across the Nordic region. Skilled in demand generation, co-marketing activities, and digital strategy execution. Proven ability to coordinate with internal and external stakeholders, optimize program execution, and enhance customer engagement. Strong analytical and organizational skills aligned with business objectives.

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## Core Skills

- **Marketing Project Management:** Planning, executing, and reporting on marketing activities, with a focus on cross-functional coordination.
  - **Demand Generation & Activation:** Expertise in content creation, event promotion, and digital activation to support client and reseller marketing.
  - **Stakeholder Coordination:** Skilled in managing communication across internal teams, resellers, and external partners.
  - **Customer Engagement & Reporting:** Experienced in tracking customer engagement and providing insights to enhance marketing strategies.
  - **Technical Skills:** WordPress, Google Analytics, SEMrush, Adobe Suite, Figma, Tableau
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## Education

- **Master's in Strategic Information Systems Management (Ongoing)**  
*Stockholm University, Sweden*  
Focus: Business Analytics, Management, and Technology  
Relevant Courses: Industrial Strategy & Organisation, Project Management, Innovation Management
  - **AI Business Consultant (2023)**  
*Hyper Island, Stockholm, Sweden*
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## Professional Experience

### Founder & Marketing Project Manager

*EventTags.se | Stockholm, Sweden May 2023 – Present*

- Managed demand generation activities for Nordic events, collaborating with stakeholders to optimize program execution.
- Developed and executed co-marketing activities to increase brand visibility, tracking engagement and reporting on results.
- Reported on activity metrics and provided insights to inform future marketing strategies.

### **SEO & Personal Branding Specialist**

*BrandingViz.se / Stockholm, Sweden Aug 2023 – Present*

- Enhanced clients' digital presence through SEO and content tailored to target audiences.
- Delivered co-marketing support and digital assets to increase brand reach and engagement.

### **UX & Digital Marketing Specialist**

*Share Colours / Stockholm, Sweden Aug 2019 – May 2022*

- Drove demand generation for product launches and optimized campaign performance through data analysis.
- Collaborated with teams to align messaging across channels, delivering consistent and effective campaigns.

### **Co-Founder & Digital Strategy Consultant**

*Sudasite for IT / Sudan 2015 – 2019*

- Led SEO and digital marketing for a broad client base, coordinating strategy and implementation to meet business goals.
  - Enhanced online visibility and engagement through tailored digital strategies.
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## **Volunteer Leadership**

### **Stockholm Tableau User Group Leader**

*2022 – Present*

- Organizes community events, promoting networking and knowledge sharing among Tableau users.
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## **Projects & Achievements**

- **Tableau Social Ambassador (2024–2025):** Recognized for community contributions.
- **Award-Winning Solution:** Best Overall Solution in Sustainable Transport Hack Sprint, Volvo Group, 2021.