

Curriculum Vitae

PÄR ALMQVIST

Year of birth	1977
Title	Communication & marketing strategist
Education	HSL, Natural Science Editorial Programme, University Of Mälardalen, Eskilstuna, Sweden

“Pär is a rare beast in the marketing jungle: a real strategist as well as a top-notch executor. He doesn't just come up with ideas, he gets them done. Above all, Pär is a pleasure to work with and for. His enthusiasm is contagious and he inspires everyone on the team to aim high. He's been on both sides of the client/agency divide and understands what makes both tick.”

– Doug Kessler, Creative Director, Velocity Partners

SPECIALITIES

Communication & marketing strategy, creation and management

- *Strategic planning*
- *Creative direction, especially for digital media*
- *Brand development and management*
- *Corporate, product & online marketing*
- *Public relations & word of mouth marketing*
- *Blogging, social media marketing, SEO*
- *All aspects of web strategy, design and development*
- *Graphic, usability, information & sound design*

INTRODUCTION

In my line of work, it's just as natural to create engaging online experiences as to build a new brand from scratch or manage global, cross-media marketing campaigns.

My profile is highly multifaceted, and contains equal parts technology, marketing and communication. An advanced technical solution is pointless if no one can use it. And a bright idea will never break through if it's not treated and presented in a clever and understandable way.

My motivation is to strive for a successful marriage between strategy, technology, communication and marketing. So I build bridges between different creative and technical disciplines.

I've worked with marketing, and with the Internet as a communication medium, for sixteen years – including one year in Canada, three years in Istanbul, and over two years in India. So I'm very used to managing complex projects over large geographical and cultural distances.

My work is based on two key words: simplicity and usability. Technology is important, but not when isolated from its purpose.

ENGAGEMENTS

1998 –	Freelance – True Design (design agency)
1999 – 2001	Havet (b2b & b2c ad agency)
2001 – 2002	Gigazond AB (web agency)
2002 – 2003	BMK Consulting AB (IT consultancy)
2003 – 2006	Hultén Reklambyrå (b2b ad agency)
2006 – 2008	Packetmobile (b2b mobile ip services)
2006 – 2008	Spokn (mobile voip service)
2007 – 2009	VNL (telecom equipment manufacturer)
2009 –	Cultivat3 (management consultant)

PROJECTS

2007–2009	VNL	Marketing manager. Strategic planning, brand platform, communication platform, web site + blog + intranet conceptualisation & development, product development & packaging, content development (from films to white papers), social media marketing, global cross-media campaigns.
2006-2008	Spokn	Founder. Brand development, product development & packaging, online marketing, user experience design.
2006-2008	Packetmobile	Head of design. Brand & service development.
2003-2006	SEB Merchant Banking	Creative director, strategist, project manager and information designer for SEB Merchant Banking's global online marketing projects.
2003-2006	Jones Lang LaSalle	Creative director, strategist, project manager and information designer for Jones Lang LaSalle's online marketing projects in Scandinavia.

1993-2006	<p><i>Including:</i></p> <p>Aftonbladet Anticimex Ark Travel Bonnier Cityfastigheter Burger King Carlsberg / Falcon Edelman Eniro Ericsson Harley Davidson Kilroy Travels Klippeteket NCC Pensum Resfeber Riksbyggen Salomon Sports Teknikföretagen</p>	<p>Creative director, project manager and designer within a number of different projects – from brand development to complete communication platforms, to global campaigns, corporate websites, campaign websites, web applications and intranets.</p>
1997–	<p><i>Including:</i></p> <p>RMI-Berghs Folkuniversitet Mercuri Urval Digital Web Magazine A List Apart</p>	<p>Teacher & writer. Courses, lectures, seminars and articles.</p>
1993–	<p>Device Flower Of Cables Robot Princess Slug</p>	<p>Music composer. Featured as the top-selling artist in the Jazz genre on iTunes in 2006. Also commissioned music for TV, Advertising and Radio. More info at www.flowerofcables.com.</p>