

HANNA VERES

Master's Student in Marketing & Consumption

CONTACT

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COMPETENCES

- Digital Marketing Strategy
- Marketing Analytics
- SEO & Content Optimization
- Visual Design (Web & Graphic)
- Social Media Marketing
- Campaign Development

TOOLS & SKILLS

Graphic Design

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe Premiere Pro
- Canva

Web Development

- Wordpress
- Optimizely
- Wix

Digital Marketing

- Google Analytics
- Looker Studio
- Google Ads
- Siteimprove
- Semrush

LANGUAGES

- Swedish – Native
- English – Professional
- German – Conversational

PROFILE

Creatively minded marketer, passionate about using marketing analytics to create meaningful results. Currently seeking a marketing internship for Fall 2026 as part of my master's program, eager to contribute to marketing initiatives while expanding my skills and experience. I bring a positive and proactive approach to my work and thrive when supporting my team as well as working independently.

WORK EXPERIENCE

Digital Marketing Manager | JustNu

Sep 2025 – Present | Remote

Manage SEO, website updates, Google Ads, analytics, and social media content. Support campaign development and elevate brand identity.

Digital Marketer & Founder | HV DESIGN

Feb 2024 – Present | Gothenburg, Sweden

Deliver web design, branding, and digital marketing solutions. Lead website projects and visual identity creation.

Marketing Intern | Getinge

Feb – May 2025 | Munich, Germany

Optimized SEO for global website. Built dashboards using Looker Studio and Google Analytics. Supported product launch marketing.

Product Ambassador | Brand Impact

Feb 2023 – Apr 2025 | Halmstad, Sweden

Promoted a variety of companies' products through direct customer interaction.

Graphic Designer | JustNu

Jun – Aug 2024 | Gothenburg, Sweden

Produced graphic materials for clients, including Skanska, Ascensia, and Volvo.

EDUCATION

MSc in Marketing and Consumption

Sep 2025 – Jun 2027 | University of Gothenburg, Sweden

BSc in International Marketing & Business Administration

Sep 2022 – Jun 2025 | Halmstad University, Sweden

Bachelor Thesis:

The Role of AI in MNEs' Product Marketing: A Case Study on AI in B2B & B2C MNEs
<https://www.diva-portal.org/smash/record.jsf?pid=diva2:1977847>