

# Kim Liedholm

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Marketing Communications Specialist  
HMS Networks 2018-2019

In this role I had overall responsibility to manage and develop the marketing communication for HMS Networks biggest brand, Anybus. The role covered strategy, driving traffic to the web through Google and Social media and hands on development of brochures, web, white papers, webinars etc.

Head of Marketing Communications: Anesthesia & Ventilation  
Getinge 2017-2018

I headed a team of six developing marketing communications for the business area. Also responsible for the introduction of content marketing and marketing automation to the team. The role covered strategy, planning and hands on development of marketing material.

Marketing Coordinator  
Getinge 2015-2017

As a marketing coordinator I developed marketing material such as brochures and web content where I had overall responsibility for visual identity. I was also responsible for development of the web site and for other supporting marketing platforms. During the development of the new getinge.com branding I was tasked as project lead for the new content development for the business area.

Marketing Manager - R&D Spandex 2013-2015

In this role I produced print and digital marketing content like brochures, leaflets, landing pages and news letters. I was also responsible for trade shows and the CRM system and did some work in Google Analytics.

Journalist - Hallandsposten 2012-2013  
Journalist - Nyhetsbyrån Direkt 2008-2012  
Journalist intern - Dagens Industri 2008

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Leadership - Tek Kompetens 2017  
Swedsec - Klarat licensieringstest rådgivare 2013  
Journalism - Mittuniversitetet 2006-2009  
Swedish - Mittuniversitetet 2006  
Informatics Lunds Universitet 2005  
Psychology - Lunds Universitet 2005  
Media and communications - Lunds Universitet 2004  
Computer science - Lunds Universitet 2003  
Engineering - Polhemskolan 2000-2003

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IHM Business School Digital Marketing Certificate  
Google Digital Marketing Certificate  
Google Search Ads Certificate  
Google Shopping Ads Certificate



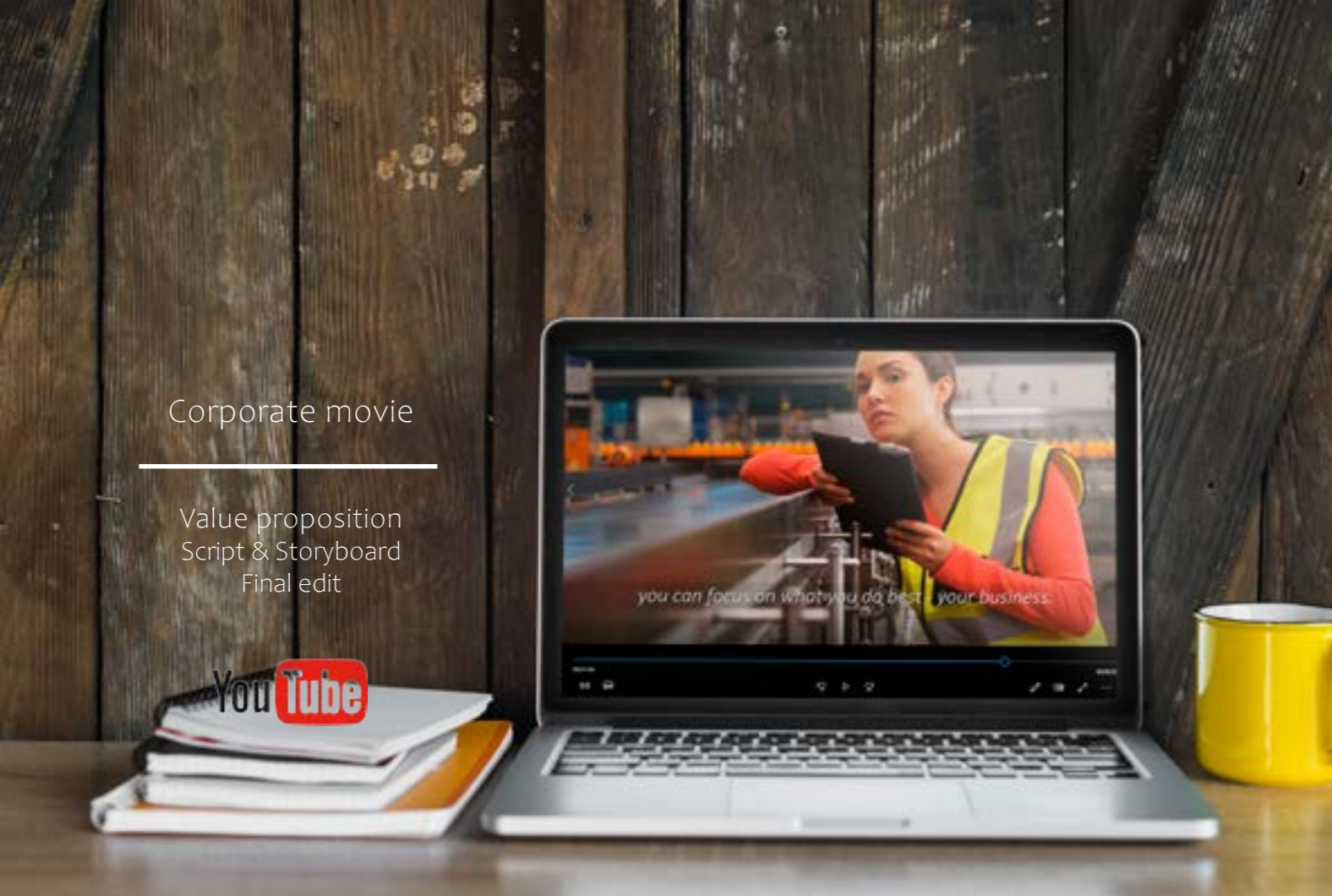
kimliedholm@hotmail.com  
0763-443594  
Esaias Thoréns Gata 10  
30224, Halmstad

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Creative  
Social  
Structured  
Leader

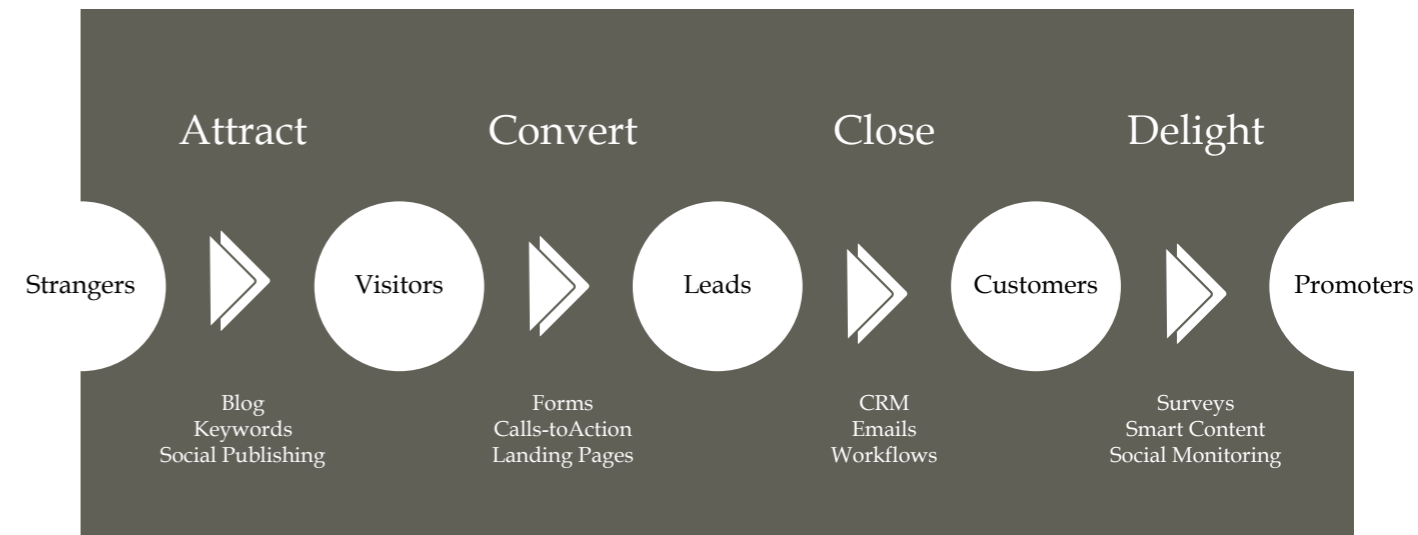
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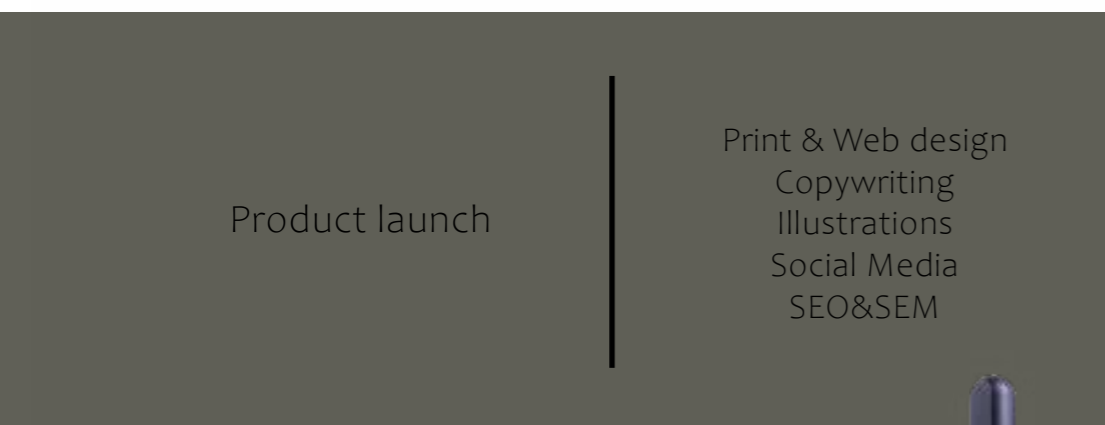
Corporate movie

Value proposition  
Script & Storyboard  
Final edit



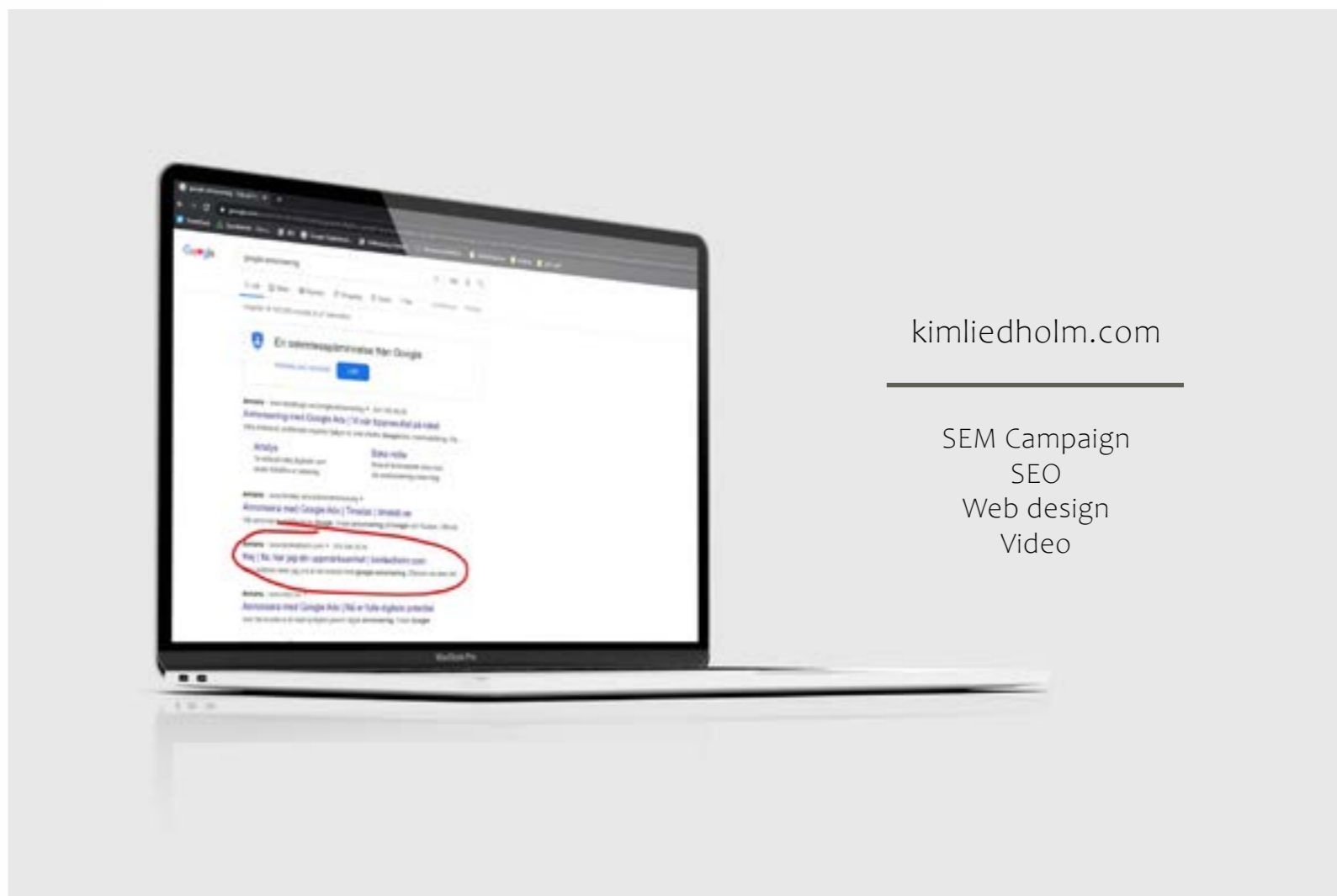
Introduction of  
Inbound Marketing  
@ Getinge

Ambassador  
Content creation management  
Education



Product launch

Print & Web design  
Copywriting  
Illustrations  
Social Media  
SEO&SEM



kimliedholm.com

SEM Campaign  
SEO  
Web design  
Video