Hello I'm Hanna HTAL ANALYST & SEARCHER



Focus areas

Google analytics

Google Data Studio

Tracking (Google tag manager)

User research (usability testing)

Marketing

Work Experience

ARC / Conversionista! (January 2022 - Present)

Digital analyst & Researcher.

· Work with web analytics such as tracking, data studio, google analytics and user research.

ARC has offices in Stockholm, Oslo and New York. Consultants work with several well known brands in media, finance and

Cowry Consulting internship, London, (June 2021)

- Internship
 An internship that focused on behavioural science and how this can be used in practice.
- · Was part of developing an email that a company should send

In this email should the customer rent a car. Concepts such as the "picture superiority effect" were used to communicate the information as efficiently as possible.

Impact: a 60% increase in conversion rate for renting a car.

Juicy Couture, London (2017-2018)

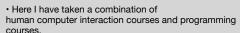
Marketing and costumer relations

- Conducted marketing research for the company and contacting costumers.
- · Use excel, surveys and conduct interviews with costumers.

Education



Computer Science with Human Computer Interaction courses



Courses included: Databases and data modelling with SQL, data technology and information security.

The University of Edinburgh -2016

Master of Arts (Honours) Business Management 2:1 (60-70%, Grade average: B)

The master's thesis looked at how charities can be effectively evaluated by a donor. The aim was to find out how the information can be presented to donors in a way where they focus on the most important factors that separate organisations with high or low quality, in relation to the use of resources. Programs used: Excel and SPSS Statistics.

Honours subjects included:

- -The Economics of Corporate Strategy
- -Economic Aspects of Competition Policy
- -Employment Law
- -Quality Management -Strategic Management
- -Risk Management
- -International Business in Emerging Markets
- -Business Ethics
- -Negotiation

Extracurricular activities: AIESEC, Model United Nations,

Skagerak International School - 2011

International Baccalaureate

34 points Bilingual Diploma (Norwegian and English) Extracurricular activities: Model United Nations

Contacts

Hanna Lind Jørgensen

T: +4740469803 E: hannalind.j@gmail.com Nationality: Norwegian

Social



https://twitter.com/hanna_91



https://www.linkedin.com/in/hanna-lindjorgensen-0791578b/