

# Hello I'm Hanna

## DIGITAL ANALYST & RESEARCHER



## Focus areas



## 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 Tech.

**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 out to its customers.

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

**The University of Oslo -2022**

**Computer Science with Human  
Computer Interaction courses**

- Here I have taken a combination of human computer interaction courses and programming 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, BizPals

**Skagerak International School - 2011**

**International Baccalaureate**

34 points Bilingual Diploma (Norwegian and English)

Extracurricular activities: Model United Nations



## Contacts

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## Social



[https://twitter.com/hanna\\_91](https://twitter.com/hanna_91)



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