



# Alexander Niléhn

## Full-Stack Growth

“ Sales and marketing alignment isn't just a nice-to-have, it's essential for business growth ”

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### Socials

alexandernilehn-marketing LinkedIn

## Experience

- May 2022 - Ongoing Stockholm

 Manager, Digital Engagement **EPAM**


EPAM, a global leader in digital services and a top 15 Fortune 1000 IT company, acquired Emakina Group in 2021. After the acquisition, my role shifted to enabling the digital experience practice [DEP], helping clients leverage EPAM's resources to create impactful digital user experiences.
- Jan 2021 - May 2022 Stockholm, Amsterdam

 Head of Growth **Emakina**

I led growth initiatives – within marketing and sales – for Emakina.SE and Emakina.Commerce in the Nordics, focusing on expanding the digital agency group's presence. Emakina.SE was formed from a previous acquisition to enhance the group's creative services in communication, while Emakina.Commerce aligned more closely with the broader digital agency model.
- Sep 2020 - May 2022 Stockholm

 Head of Growth **CMO goes TECH**

I headed up the marketing department at CMO goes TECH – an international marketing network. My main focus was to grow the member base through different branding and marketing initiatives.
- May 2017 - Apr 2019 Stockholm, London

 Head of Growth **BBH Stockholm**

Founded in 2009 as Monterosa and acquired by Bartle Bogle Hegarty (BBH), part of Publicis Groupe, in 2016, BBH Stockholm served as the technological leader within the group, which primarily focuses on marketing and communications. I initially joined as Sales and Marketing Manager and was later promoted to Head of Growth.. My role encompassed a diverse range of responsibilities, spanning marketing, as well as various sales activities.

## Skills

Business Development

Consultative Selling

Account-based selling

Tenders & Proposals

Lead generation and qualification

Event-based sales

Marketing

Public Relations

Pay-Per-Click

Content & CMS

Marketing Automation

SEM

SoMe

## Tools



Figma Content Design



Google Ads SEM



Kentico Xperience CMS



Loomly SoMe Management



Meta Ads PPC



Salesforce CRM & MA



LinkedIn Campaign Manager



MailChimp Marketing Automation



Hubspot CRM & MA

## Example projects



The Service Design Handbook [Campaign] Created a 'service design handbook' as a lead generation campaign for BBH generating 1000's of leads.

<https://t.ly/TxWM->



Highlights from NRF [Event] Set up a recap of the world's most trendsetting retail expo; NRF. Hosted by Apple.

<https://t.ly/7scL1>

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To whom it may concern,

Hello,

My name is Alexander, and I'm excited to share my resume with you.

With a unique blend of experience in technology, marketing, and creative services, I bring both strategic vision and technical expertise to roles focused on growth, account management, and sales within the tech industry. I've had the opportunity to work with leading agencies, including BBH and Emaking, as well as IT consultancies like EPAM, which has equipped me to thrive in innovative, technology-driven environments.

I am passionate about driving sustainable growth that leverages data-driven insights and cutting-edge tech solutions to deliver measurable results and foster long-term client relationships.

Throughout my career, I've developed extensive skills in using advanced marketing and CRM platforms such as HubSpot, Salesforce Marketing Cloud, Google Ads, and Kentico Xperience to optimize engagement and fuel business growth. In addition, my work in client relationships and sales has involved managing SaaS platforms like Salesforce and Adobe, along with successfully navigating public tenders and complex, high-stakes partnerships.

I look forward to the opportunity to bring my skills in growth strategy, client relationship management, and tech-enabled marketing to a company that shares my commitment to integrity, collaboration, and delivering real value. Finding the right team with a shared vision is important to me, and I'm excited about the potential to contribute to an organization that aligns with these values.

Sincerely,  
Alexander Niléhn