

ZARKO LINDKVIST



I help companies succeed with their e-commerce

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Summary

Zarko is an experienced web analyst specialized in Conversion Rate Optimization, AB-testing and data-driven optimization. He is tech-savvy and business minded with a get things done attitude. Zarko is a strong contribution to any team due to his broad skill set backed by 10+ years across different industries and business models.

Example clients



Skills

Expertise: E-commerce, Business development, Analytics, Conversion Rate Optimization, AB-testing, Digital strategy, Product management, Agile development, Team leader, Communicative, Stakeholder management, Workshop facilitator.

Tools: Proficient in the common tools such as: Google Suite (Analytics, Looker Studio, Sheets, Slides, Ads, Tag Manager), Microsoft Suite (Powerpoint, Excel, Word), Adobe Analytics, Piwik Pro, AB-Tasty, Optimizely, Contentsquare, Wordpress, Shopify, Mailchimp, Miro, HTML. Tech savvy and quick to learn new tools.

Industry experience

Travel and hospitality, Nonprofit Organization, Digital services, TV and streaming, State agency, Automotive, Telecom, Finance.

Assignments and work history

CONVERSIONISTA - Growth Manager

2022-08 - 2024-02

Senior consultant at a leading agency specializing in Conversion Rate Optimization and Growth. Responsibilities included sales and business development, coaching junior colleagues, producing sales material, and creating workflows.

[Leadership] [Business development] [Ways of working]

TELE2 – Online Sales Manager

2022-10 - 2023-11

Driving sales growth on own site and through affiliates, introduced data-driven ways of working, managed campaigns, prioritized development and AB-tests, reported on KPI's. Part of Channel Leadership Team, co-leader of a crossfunctional digital optimization team.

[E-commerce] [Business development] [Campaigns] [Merchandising] [CRO] [Data-driven]
[Team leader] [AB-testing] [Budget] [Reporting] [Forecasting]

VALTECH – Head of Growth

2021-02 - 2022-08

I initiated and led the Growth business area at Valtech, a digital full-service agency. Internally, I packaged the offering and worked with marketing, sales, partnerships, and recruiting colleagues. Externally, I helped clients grow their digital business by implementing data-driven ways of working and leading CRO programs.

[Business development] [Marketing] [Sales] [Recruitment] [Data-driven]

FOREX – E-commerce optimization

2022-01 - 2022-08

Continuous analysis and reporting of website KPIs. Created dashboards and improved data collection for better decision-making. Proactively identified and recommended improvements and AB-tests for increased sales. Crossfunctional teamwork with sales, marketing, development and design.

[E-commerce] [Analytics] [CRO] [Data-driven] [Data quality] [Dashboard] [AB-testing]

MINI – Website Analytics and Conversion Rate Optimization

2021-07 - 2022-06

Analyzed website visitor behavior and scoped improvements to design and content. Improved data collection for higher data quality and better insights. Worked closely with product owner, content editor and developer.

[Lead generation] [CRO] [Data quality] [Analytics] [Dashboard] [Reporting]

AKAVIA - Conversion Rate Optimization of signup flow

2021-09 - 2022-06

Analyzed visitor behavior and recommended updates to design, content and value proposition to increase the conversion rate and lead generation.

[Lead generation] [CRO] [Analytics] [UX]

CANCERFONDEN – Website analytics and Conversion Rate Optimization

2021-08 - 2022-06

Continuous analysis of visitor behavior and improvements of the donation flow. Worked closely with teams from marketing, design, content, and development. Coached Product Owners to facilitate a transition to data-driven ways of working.

[E-commerce] [CRO] [Analytics] [Data-driven] [Data quality] [Dashboard] [AB-testing]

SJ – Optimization of a new web purchase flow

2021-03 - 2021-05

Supported the Product Owner for the new booking flow with recommendations for improving the usability and conversion rate.

[Analytics] [UX] [Coaching]

VALTECH – Senior Digital Analyst

2019-08 - 2021-02

As a senior consultant at Valtech, a digital full-service agency, I helped our clients to transition to data-driven ways of working. I ensured high-quality data through better measurement implementation, created dashboards for easier follow-up and democratization of data, and introduced solid routines for acting on insights.

[Analytics] [Data-driven] [Dashboards] [Data quality] [Optimization]

KIVRA – Program for Conversion Rate Optimization and AB-testing

2020-08 - 2021-08

Initiated a totally new program for Conversion Rate Optimization and AB-testing. Educated and led a dedicated team (content, design, development, analytics) working with CRO. Created and implemented routines, frameworks and templates for all processes. Ensured better measurement of visitor behavior for better insights.

Launched 100 AB-tests in 1 year and improved the conversion rate on key pages.

[CRO] [AB-testing] [Analytics] [Data quality] [Data-driven] [Team leader] [Coaching]

SVT PLAY – Insights and dashboards about cross-platform video streaming

2019-09 - 2020-07

Supported a team of editors with insights about visitor behavior and content streaming. Created dashboards for self-service and easy access to key data. Coached and educated editors in data-driven ways of working.

[Analytics] [Reporting] [Dashboards] [Data-driven]

RADIOHJÄLPEN – Dashboard

2019-09 - 2019-11

Created dashboards for follow-up of website performance and donations.

[Dashboard] [Analytics]

TICKET – Online Sales Manager

2017-06 - 2019-07

As Online Sales Manager at Ticket, the biggest private travel agency in the Nordics, I was driving sales through a total of 16 sites, across 3 brands, in 10 European countries. I managed a team of digital specialists reporting directly to me, working with SEO, content management, online merchandising, Marketing Automation, digital analytics and CRO.

I was simultaneously a Product Owner for the websites and the Marketing Automation platform, managing 3 developers offshore. Worked with sprints, requirements, feature development and roadmap planning.

[E-commerce] [Business development] [Analytics] [AB-testing] [CRO] [Coaching] [Team leader] [Product Owner]

UPPSALA BOSTADSFÖRMEDLING – Website analytics and optimization

2016-09 - 2017-06

I worked closely with designers and developers to ensure a optimal launch of the new website. I made sure proper measurement was implemented for insights about user behaviour, and delivered analysis and recommendations on optimizing the website.

[Analytics] [Data quality] [Data-driven] [CRO] [Coaching]

KEMIKALIEINSPEKTIONEN – Website analytics and optimization

2016-05 - 2017-06

I supported the Web Product Owner with useful insights about user behavior, and delivered analysis and recommendations on how to improve the website based on KPIs. I implemented tracking to improve the data quality.

[Analytics] [Data quality] [Measurement] [CRO] [Dashboard] [Coaching]

LESSCARBS – Digital manager and advisor

2014 - ongoing

I helped my wife start her own company in influencer marketing. As of 2024 she has has one of the most popular recipe sites within low carb and glutenfree food with more than 200 000 visitors/month, as well as over 130 000 followers on Instagram.

I built a Wordpress site for recipes, implemented Mailchimp for newsletters, created a webshop in Shopify, and continuously support her with advice on business development.

Visit: www.lesscarbs.se, <https://www.instagram.com/fannygrejar/>

[Digital strategy] [Business development] [Influencer marketing] [Advisor]

MOGUL – Head of Analytics and Optimization

2016-03 - 2017-06

I was Mogul's first employee within analytics, brought onboard to build and integrate Digital Analytics and CRO to the agency's offering. I introduced new, data-driven and user-centered ways of developing websites, and educated a lot of colleagues and clients.

Additionally, I recruited new analysts, supported the sales team with material and procurement, and was a Product Owner for an Episerver addon (SEO Manager) working with sales and product development.

[Analytics] [Data quality] [CRO] [Coaching] [SEO] [Product Owner]

APOLLO – Nordic E-commerce Specialist

2015-04 - 2016-03

Worked at the central E-commerce department supporting and leading colleagues at four Nordic markets. I optimized the page design, created templates and guidelines by utilizing digital analytics, heatmaps, user tests, prototyping, and iterative design. All with the goal to improve sales, usability and SEO.

[E-commerce] [Analytics] [UX] [Templates] [Workflows]

APOLLO – Nordic Web Editor

2012-06 - 2015-04

As a Nordic Web Editor I worked at the central department creating master content that was localized at four Nordic markets. I introduced a higher focus on SEO and educated colleagues in how to do it.

[E-commerce] [Copywriter] [SEO]

SERVICEFINDER – Copywriter

2011-08 - 2012-06

Working at Servicefinder, a tech startup, my role as a copywriter involved managing all aspects of communication for B2C and B2B. I also worked with web analysis of user behavior, and managed AB-tests and optimization of content and design.

[Copywriter] [Analytics] [CRO] [AB-testing]

Lectures

- CONVERSION RATE OPTIMIZATION, Berghs School of Communication
- GROWTH & ACTIVATION, Berghs School of Communication
- UX & ANALYTICS, Hyper Island
- DATA-DRIVEN PRODUCT DEVELOPMENT, Kivra

Education

- RHETORICS, Bachelors Degree, Södertörns högskola (Stockholm), 2006-2009
- GRAPHIC DESIGN, Griffith University (Brisbane, Australia), 2005-2006

Certifications

- ELEMENTS OF AI, University of Helsinki and Reaktor, 2020-01
- LEADERSHIP AND COACHING, Ticket, 2018
- EPISERVER CMS - Digital Marketing with Episerver CMS, 2016-12
- GOOGLE DATA STUDIO, 2019-12
- GOOGLE ANALYTICS INDIVIDUAL CERTIFICATION, 2019-12