



# RESUMÉ IDA SERNEBERG

TEACHER AT HEART, LEARNING FOR LIFE

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## DIGITAL CONSULTANT, GROWTH MANAGER AND UNIVERISTY TEACHER

After 15 years in the digital industry, I have started my own consultancy firm, focusing on web and growth management, as well as teaching and supervising at University level in subjects such as Information Systems and Media and Communication Science.

I am strongly driven by seeing digital businesses grow and people flourish. I am based in Varberg, Sweden after having spent 11 years in Norway and have customers all over Scandinavia.

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## WORK EXPERIENCE

### JÖNKÖPING UNIVERSITY, JÖNKÖPING, SVERIGE 2015 - ONGOING

Bachelor thesis supervisor, New Media Design

Teaching research methods in computer science and information systems

Teaching Digital Marketing

### LEXOLVE, OSLO, NORWAY 2022-2023

Chief of Marketing Operations

### NOROFF SCHOOL OF TECHNOLOGY AND DIGITAL MEDIA, OSLO, NORWAY 2017-2022

Program manager and teacher in Digital Marketing & Social Media

### KEYTEQ / LABS, OSLO, NORWAY, 2017-2018

Senior digital advisor with customer such as Wallenius Wilhelmsen and Noroff

### NORDIC CHOICE HOTELS, OSLO, NORWAY, 2011-2017

Social Media Manager, 2013-2017

Web & Social Media Manager Nordic Choice Club, 2011-2013

### KORSNÄS, FRÖVI, SWEDEN, 2010-2011

Project Manager för www.korsnas.com

### JÖNKÖPING UNIVERSITY, JÖNKÖPING, SVERIGE 2008-2010

Web editor and Personal assistant for the dean

### ROBERT HALF INTERNATIONAL, ZÜRICH, SCHWEIZ, 2007-2008

Sales support

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## EDUCATION

### OSLOMET UNIVERSITY, 2020-2022

Formell yrkeslärarexamen, 60hp  
(30 poäng är avklarade, 30 poäng är pågående, utexamineras i mars 2022)

### HARVARD GRADUATE SCHOOL OF EDUCATION, 2020-2021

Project Zero Cultures of Thinking

Micro Practicum

Project Zero's "Building Community in Our Online Classrooms"

### UMEÅ UNIVERSITY, 2016-2017

Master's degree in Media and Communication Science, 60hp

### JÖNKÖPING UNIVERSITY / NELSON MANDELA UNIVERSITY, 2002-2005

Bachelor's degree in Media and Communication Science, 180hp

## KEYNOTES

Keynote speaker, lecturer and speaker at various events such as Vinterkonferensen, Nordic Choice Hotels, Ping Business forum, Helsinki, Retail Day Post Nord, Borås and Oslo, Adobe Nordic Summit, Tilburg University, Lørn, NTNU, Østfold University College, Web Service Award, Stockholm, and many more.

Rewarded GOLD price for the campaign Jonny Million during Max Marketing Mix, 2016.

Jury member at INMA gulltaggen, 2016

One out of three finalists at Social Media Day: Social media "ildsjel"

## OTHER

Languages: Swedish, Norwegian, German, English (fluent)

Field expert in Technical Subjects, NOKUT (Norwegian Agency for Quality Assurance in Education)

Dual Citizenship: Norwegian and Swedish