



# IDA SERNEBERG

**PROGRAMME LEADER AND  
LECTURER IN DIGITAL MARKETING  
AND SOCIAL MEDIA**

## PERSONAL PROFILE

Digital explorer and lecturer with a passion for marketing, media, culture and motivation. Ida is teaching the digital marketers of the future at Noroff School of Technology and Digital Media. Her future research will focus on 21st century education, learning and personal development in and through networked communities.

## AREAS OF EXPERTISE

Teaching, 21st century skills, Performance Marketing, Branding, Change management, Communications, EdTech, Social Media, Digital Marketing, Ethics, Digital Analytics, Ethnography, Digital Sociology, Nethnography

## SELECTED KEYNOTES

Lørn Podcast, Oslo, 2020  
PostNord Conference, Borås, 2019  
PostNord Conference, Oslo, 2018  
Østfold University, Halden, 2018  
Tilburg University, Tilburg, 2018  
Digital Minds; Bergen, Norway, 2017  
Ping Business Festival, Helsinki, 2017  
Finland  
Nordic Choice Winter Conference, Stockholm, 2017  
Fanbooster Day, 2016, Oslo,  
Adobe Digital Experience Briefing, 2015, Stockholm  
Fanbooster Day, Oslo, 2015

## WORK EXPERIENCE

**NOROFF SCHOOL OF TECHNOLOGY AND DIGITAL MEDIA, OSLO, NORWAY 2018- PRESENT**

Programme leader and lecturer in Digital marketing and Social Media 2018 -ongoing  
Lecturer 2018-2019

**JÖNKÖPING UNIVERSITY, JÖNKÖPING, SWEDEN 2015 - PRESENT**

Supervisor in Bachelor thesis, Informatics 2019 - ongoing  
Course responsible for Digital Marketing and Social Media 2018-2019  
Guest lecturer in Digital Marketing and Social Media 2015-2018

**KEYTEQ, OSLO, NORWAY, 2017-2018**

Senior Digital Advisor

**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 [www.korsnas.com](http://www.korsnas.com)

**JÖNKÖPING UNIVERSITY, JÖNKÖPING, SWEDEN 2008-2010**

Research Coordinator and Dean's assistant

**ROBERT HALF INTERNATIONAL, ZURICH, SWITZERLAND, 2007-2008**

Sales support

## GET IN CONTACT

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<https://www.linkedin.com/in/ida-serneberg/>

## EDUCATION HISTORY

**UMEÅ UNIVERSITY, 2016-2017**

Master's degree in Social Sciences with Media and Communication as a major degree

**JÖNKÖPING UNIVERSITY, 2002-2005**

Bachelor's degree in Social Sciences with Media and Communication as a major degree

**NELSON MANDELA METROPOLITAN UNIVERSITY, 2005**

Minor degree in Social Psychology

## AWARDS, WRITINGS AND JURY

Debate article in Morgenbladet, Oslo

Debate article in Klassekampen, Oslo

Rewarded gold price for the campaign Jonny Million at Max Marketing Mix, 2016

"Social Media lldsjet" finalist at Social Media Days 2016, Oslo

Jury member in the categories "Integrated campaign and "best use of data" at Gulltaggen 2016, Oslo