Mario Nasr

1978/11/15

Senior digital strategist

+46 (0) 702 843 943
marionasr@gmail.com



Mario Nasr – senior digital strategist

For over 23 years, I have worked with websites, digital tools and marketing.

Technology has changed considerably over the years, but what still interests me most is how everything fits together and what we can actually do with the opportunities available to us.

Today, my work sits at the intersection of technology, marketing and business.

Core competencies

- Web and digital platforms
- Digital marketing architecture
- AI, AI agents and digital innovation
- Digital development and transformation
- Project and production management

Selected assignments, 2015–2026

Digital strategist / marketing consultant – Vättershall
2026–present
Digital strategy and marketing consulting for Vättershall, Motala.

Digital strategist / head of marketing / digital sales – MK Illumination
2024–2026
Digital strategy, marketing and communications.

Digital production manager – Höganäs Borgestad
2023–2026
Production manager for Höganäs Borgestad's new SmartInstall 2.0 application.

Digital production manager – Pernod Ricard (Nordic)
2022–2024
Production manager for Pernod Ricard's digital platforms.
Consulting on digital tools and digital production.

Working alongside a project manager, I coordinated teams across different markets to ensure they worked in accordance with guidelines established by the global IT team.

Account director – Petra Digital Agency
2022–2023
Project management, project coordination, digital strategy, marketing and communications.
Employed by Petra Digital Agency, winner of Sweden's Agency of the Year award in 2022.

Digital strategist – STORViX
2023
Digital strategy and CMS and CRM consulting.
Web design and development, as well as SEO and conversion optimisation consulting.
The website was rebuilt in a very short time to meet new conversion requirements. A new design concept was developed for implementation across the website and social media channels.

Web and SEO consultant – Hyllie Citysamverkan
2023
Web design and development, as well as SEO and conversion optimisation consulting.
A completely new website was developed, optimised for SEO and designed to be easy for editors to manage.

SEO consultant – Malmö Arena Hotel
2023
SEO and conversion optimisation consulting.
Improved the hotel's online visibility in a record-short period through careful analysis and targeted SEO initiatives.

Web and SEO consultant – Goda livet på landet
2023
Web design and development, SEO and conversion optimisation consulting, and digital tools consulting.

Web and SEO consultant – Safeture
2021–2023
Web design and development, as well as SEO and conversion optimisation consulting.
Brought in by Safeture to restructure and redesign its website.
Ongoing work on website optimisation and further development.

E-commerce consultant – Merchbutiken.se
2021–2023
Web design and development, as well as SEO and conversion optimisation consulting.
An ongoing SEO assignment for a unique online store with thousands of products.

Business development and marketing – Bodywork Malmö
2015–present
Project management, project coordination, digital strategy, marketing and communications.

Since the engagement began in 2015, the company has continuously grown its revenue and customer base, supported by strong services and carefully planned business development and marketing.

Web and SEO consultant – Vitamail AS
2020–2022
Web design and development, as well as SEO and conversion optimisation consulting. Brought in when the company revised its digital strategy and redesigned approximately 30 websites across its 15 brands.

Project manager – MK Illumination Sweden
2021–2022
Project management and coordination, including the Lumagica light park.

Business development and project management – Malmö Studio
2020–2022
Project management, project coordination, digital strategy, marketing and communications.

Digital project manager – Inadra
2020–2021
Project manager for various events using the Jirango platform developed by Inadra AB.

Web consultant – Limhamnsgruppen
2019–2020
Web design and development.

Business development and project management – SystrarnasPolen
2019
Helped the travel company establish strategic goals and develop a new web-based working environment to streamline workflows and increase revenue.

Web project and production manager – Höganäs Borgestad
2018–2019
Engaged as project manager ahead of the company's stock market listing to consolidate seven individual websites into one.

2017–2018
Engaged as project manager to develop a new web solution for seven companies within Borgestad Industries Group, working closely with the group's head of business development.

Producer, project manager and production manager – Kuoni Destination Management
2015–2018
Worked alongside KDM's project managers for the Nordic countries and was involved in a wide range of projects for clients across Europe. Selected events and clients included:

Producer and project management – Oriflame
Oriflame's annual event. Established an effective communications platform and managed the design and production of the annual event.

Design and production – Nasdaq OMX
Designed and produced various Nasdaq OMX events, including Ladies Night and Börsforum in Stockholm and Copenhagen.

Project manager – Boligpartner
Project manager for Boligpartner's 25th-anniversary event in Copenhagen.

Project manager – Ubisoft
Project manager for the Nordic launch event for the video game Assassin's Creed.

This is a selection of relevant assignments since 2015. My career began in 1997, so there are many more projects I could include, but the CV would become longer than anyone would want to read.

https://www.linkedin.com/in/mario-nasr/

Languages

Swedish and English
Very good proficiency in Danish and Arabic
Basic knowledge of French

Contact

+46 (0) 702 843 943
marionasr@gmail.com