

**Gertrúd Windberg MSc**  
*Business economist specialized in marketing and leadership, blogger, upcoming  
entrepreneur*  
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## **GOALS and QUALITIES**

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I am a responsible and goal-oriented person who does not give up easily. I possess good self-awareness and often exploit that I have knowledge and experience of several cultures. This provides me with a broader view and extensive solution opportunities to diverse problems. I see problems as an occasion for enhancing my skills. In my work I strive for accuracy and quality. My main goal is to continue to develop; both professionally and as a person; with a help of professional training and further education.

## **WORK EXPERIENCES**

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**Office- and Economic assistant Consultant** 2016.06 - 2016.07

*Malin Nicander Film, Stockholm*

Performed regular filing and data entry duties and helped with bookkeeping.

**Shop assistant intern** 2006.03 - 2006.05

*KappAhl, Nacka Strand*

Executed customary retail tasks such as setting alarm buttons on clothes and hang them in their proper place on the stock or in the store, provided assistance to customers and kept order in the shop and changing rooms.

**Cashier intern** 2006.02 - 2006.03

*K-Rauta, Bromma*

Took care of the registration of goods and payment from customers, helped customers with information or referred them to the appropriate department / expertise. I also have participated

in the discounting of daily cash flows. In addition, I took part in monthly- and; in the case of morning duty; morning meetings where the previous month's- (/day's) sales results were presented and suggestions for improvements were discussed.

**Restaurant assistant** 2003.10 - 2004.06

*Lewinsky's, Farsta*

Worked as a waitress and cashier and as such, I was responsible for daily cash flows, satisfied customers and pleasant environment. I aimed to create a full-scale positive experience for our guests.

**Factotum** 1998.10 - 1999.06

*Serina Consulting AB, Stockholm*

Took care of miscellaneous office work such as mail delivery and copying and insured a pleasant working environment.

## **EDUCATION**

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**Advanced courses in marketing (30 hp)** 2015.09 - 2016.01

*Stockholm University*

Marketing Theory (7.5 credits), Strategic Market Analysis and Market management (7.5 credits), Branding: Strategic and Cultural perspectives (7.5 credits), Market Oriented Business Models (7.5 credits)

**Master of Science in Business administration with specialization in Leadership (120 hp)**

*Stockholm university* 2013.09 - 2015.06

The program offered a broadened view on managerial work.

Emphasis was laid on the universal and distinct characteristics between leadership and managerial roles, and highlighted the importance of situational adjustment. The program also underlined cultural differences and the effects of globalization on organizational and

managerial activities.

**The title of my thesis:**

*"Do Good but Do it Right - Sustainability Managers' moral engagement in organizational CSR strategy"*

**Project Management (7,5 hp)**

2013.03 - 2013.06

*Stockholm University*

The course offered both practical and theoretical insights into working with projects; ranging from project leadership, goal-setting, resource allocation, information plan and scheduling, risk analysis and risk management. Additionally, practical experience also was obtained in the utilization of the software ProjectLibre.

**Introductory Course in Law (15 hp)**

2013.01 - 2013.06

*Umeå University*

Fundamental education in the systematic of the Book of Law and practical exercises in solving both public and civil legal matters including for example legal issues in the field of procedural justice and property law such as contract law and consumer rights etc.

**Bachelor of Science in Business administration with specialization in (B2B) Marketing (180 hp)**

*Linnaeus University, Växjö*

2009.09 - 2012.09

The program included courses such as business- and political economics, consumer psychology, market analysis and statistics, financing and technical sales.

**The title of my thesis:**

*"An empirical investigation of key account management activities: A multiple-case study in the B2B sector"*

**Sales course**

2006.01 - 2006.05

*Lernia, Globen*

**High school / College education in the social sciences**

2000.01 - 2005.05

***Komvux Stockholm***

High school (/College) education primarily with social science orientation including business administration and history but also graphic arts and media production.

## **LANGUAGES**

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***Swedish***, fluent in both spoken and written form

***Hungarian***, native language

***English***, very good knowledge in understanding both written and spoken form and good proficiency of speaking and writing

## **COMPUTER LITERACY**

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Accustomed to working in Windows environment; Word, Excel and other parts of the Office suite (has undergone ECDL- European Computer Driving License- school course). Also have experience of working with, among other things, Adobe Photoshop and InDesign, SPCS Payroll and Statistics and ProjectLibre.

## **WOLUNTEER EXPERIENCES**

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**Cat caretaker volunteer at Kattstallet**

2016.05 - 2016.09

**Vällingby**

Cleaned and disinfected rooms and various cat supplies, socialized cats through play and through verbal and physical contact, and kept track of behavioral or other types of physical and mental changes in the cats.

**Volontärbyråns delegate**

2016.06

Conducted promotional activities for Volontärbyråns services by offering bypassers verbal information about the organization as well as through the distribution of flyers.

**Unofficial equality rights officer**

2016.02 - 2016.04

Participated in meetings with the equality network of the university there equality and the right for equal opportunities were discussed with the aim to obtain basic knowledge of how various institutions and the university as a whole deal with and work with questions on the subject. Discussions on current problem areas contributed to the development of broader perspective and improved critical thinking.