

Letter of recommendation Alexander Åkerberg

To whom it might concern,

Alexander Åkerberg (1982-07-12) has during the period 2009-03-01 to 2012-03-16 been employed at AB Ph. Nederman & Co as Online Marketing Manager. He has reported to me from 2010-10-01.

AB Ph. Nederman & Co is the company within the Nederman Group which has the overall responsibility for marketing, communications, business development, group finance and other global strategic tasks.

Alexander has been responsible for the daily management of the corporate website with focus on content management and use of social media channels. He has produced texts, movies and animations to fill the website with relevant content. He has also been involved in other marketing projects and integrated campaigns where we have used a mix of channels.

During 2011 Alexander project managed the development of Nederman's new homepage (Sitecore) throughout all phases of the project: From strategy, architecture and design to content production and implementation. He was also the main contact for the advertising agency and technical consultancy involved in the project.

Alexander has also developed and implemented the Nederman Group's intranet (Sharepoint) which has become the company's main internal communication channel and is of great strategic importance.

Alexander has throughout his time at Nederman been a motivated and loyal employee and a much appreciated colleague. He is highly respected by his co-workers for his willingness to help anyone anytime he can. He has shown excellent communication skills, creative talent, organizational skill and a strong sense of responsibility. In addition he is highly proficient in all matters related to computers, internet and social media. Alexander can work independently and is able to follow through to ensure that the job gets done.

I offer my highest recommendations for Alexander without reservation. His drive and abilities will be a tremendous asset for your company. If you have any questions regarding this recommendation, please do not hesitate to contact me.

Yours faithfully


Björn Lindström
Group Marketing & Communications Manager

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