



Maria Richardsson

BORN: 1974. LIVES IN MALMÖ
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Maria has a long experience from the online industry. Since the early days of internet, back in 1998, she has had roles and assignments as project manager, business developer, graphical designer, strategist, content creator, writer, marketer, photographer, web editor and more.

In the early 2000's, she was part of the small team that built the local portal of MSN.se at Microsoft, both as a **content manager and from a marketing perspective**. After leaving Microsoft in 2003, she has been free lancing and working as an entrepreneur within e-commerce.

Her focus during these years has been on helping small designers and artists by launching Signerat.se in 2008, the first and the biggest design online marketplace in Sweden. It was very well received among both designers, customers and by media. The following 10+ years brought growth, internationalisation, awards and several re-launches and re-branding projects, all within the same field. Signerat.se developed over the years to Nordic Poster Collective, a print-on-demand e-commerce platform sold in 2020. At most, the company had 3 employees, but most of the **strategy, branding and communication** has been developed by Maria. This has developed her skills in e-commerce, business strategy, online marketing, PR and social media, adding to her previous experience from the web industry. In addition to this, she was also one of the founders of Mylla Matmarknad AB which launched in 2019. She left the company in 2020.

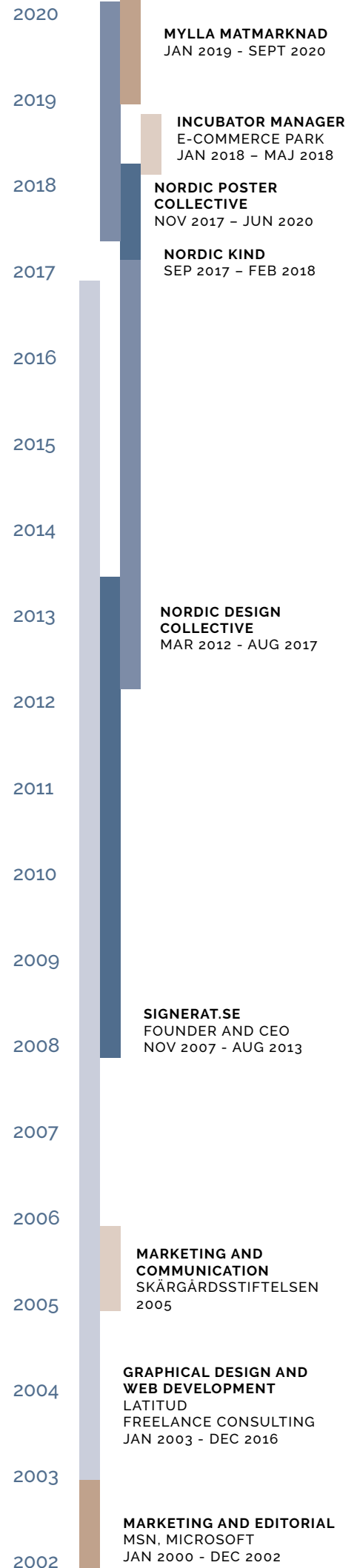
One of her talents is making things happen. As an entrepreneur, she is used to seeing the bigger picture and what needs to be done, and also making sure that it actually gets delivered with good quality down to the single detail. Looking at the issue at hand from both a business and a customer point of view is important for her, and making sure her projects delivers good value comes natural. She has never been afraid of making changes when needed, and is described by others as **driven, passionate, curious and a quick learner**.

Skills

E-COMMERCE	●●●●●●●●	EMAIL MARKETING	●●●●●●●●
ENTREPRENEURSHIP	●●●●●●●●	ONLINE MARKETING	●●●●●●●●
BUSINESS DEVELOPMENT	●●●●●●●●	SOCIAL MEDIA	●●●●●●●●
GRAPHICAL DESIGN	●●●●●●●●	WEB ANALYTICS	●●●●●●●●
PROJECT MANAGEMENT	●●●●●●●●	ADOBE CREATIVE SUITE	●●●●●●●●
MARKETING STRATEGY	●●●●●●●●	STORYTELLING	●●●●●●●●
PR	●●●●●●●●	CONTENT CREATION	●●●●●●●●
BRANDING	●●●●●●●●	PHOTOGRAPHY	●●●●●●●●
USER EXPERIENCE	●●●●●●●●	PUBLIC SPEAKING	●●●●●●●●

Education

NORDIC ECOMMERCE ACADEMY 2011
 IHM BUSINESS SCHOOL, DIHM MARKNADSFÖRING, 2001-2003





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Communication

Communication has always been a core part of Marias roles. Both external communication like press releases, marketing and online content, as well as internal communications within the team and other stakeholders are considered equally important. Adjusting your message to your audience and finding the best channels is key in todays fast changing landscape, and Maria has always been great in finding the right angle for each audience. Her experiences include:

- Communication and marketing strategy for new brand
- Internal communication and planning with team
- Communication with extended team (170+ designers, share holders and other stake holders)
- Press relations and communication
- Online marketing (including strategy, email marketing, SEO/SEM)

Technical Project Management

E-commerce tends to be a very tech heavy segment, and Maria has always had a great interest for the technical aspect of her work as well. Although not a developer herself, she gets the bigger picture of technical opportunities and challenges and does very well in translating between tech and business. During her years in e-commerce, she has managed and launched shops on 3 different platforms with both internal and external developers.

- Project management
- Team communication
- Delivering on schedule
- Defining and designing processes
- Agile methods
- Quality control

E-commerce and entrepreneurship

During her 10 years within e-commerce, the business has undergone a lot of changes, and Maria is always striving to be at the forefront of the trends. Running a small business allows her to move quickly and she has never been afraid to try something new. Budget has always been low, allowing her to make use of her creativity in making things happen on a shoe string budget. Being transparent about ups and downs has also made her a public figure in the business, both on news and as a public speaker. However, the driving force for her is to try and learn new things. A few of the things she learned is:

- Project management / time management
- Hiring and team management
- Reporting to share holders and advisory board
- Trendspotting within e-commerce
- Coaching
- Public speaking
- Internationalisation
- Online marketing
- Knowledge about tech, platforms, etc
- Popup stores (Sweden and abroad)

Content creation

Starting out as a graphical designer, content creation has always been one of her favourite tasks. Covering everything from strategy to writing and photo, the content of her businesses has always been very well received. Her skills include:

- Print and digital publication
- Adobe Creative Suite
- Photography
- Copywriting
- Video editing
- Web design / UX/UI