

# VICTOR GRANÉ

DIGITAL ANALYST SEEKING INTERNSHIP (LIA)



## CONTACT

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## STRENGTHS

- Digital Analysis
- Business Insights
- KPI Setting & Follow-up
- Data Visualization
- Process Optimization
- Report Development
- Problem Solving
- Project Management

## LANGUAGES

- Swedish: Native
- English: Fluent
- Japanese: Conversational
- Spanish: Conversational

## TOOLS

- Analysis & Measurement:** GA4, Google Tag Manager, HubSpot
- Data & BI:** Excel, SQL, Power BI, Looker Studio
- Web & Code:** HTML, CSS, JavaScript, WordPress, Python
- Planning & Collaboration:** Dynamics AX, Jira/Confluence, Miro, Asana/ClickUp/Trello,

## CERTIFICATES

- Certified Scrum Master, Scrum Alliance (2022)
- Google Analytics Certification (2025)
- Google Ads Measurement Certification (2026)



## PROFILE

As part of my studies at IHM, I am seeking an internship (LIA) between September 14 and December 6, 2026 (weeks 38-49). I bring a strong sense of structure, problem-solving, and process improvement. My goal is to transform complex data into business-driven insights that support strategic decisions and efficiency. Through my education, I have sharpened my ability to structure, analyze, and visualize data to identify trends, risks, and opportunities, and I am eager to learn more.



## EXPERIENCE

### Thunderful Publishing AB 2019 - 2024

Involved in completing the publication of over 50 different video game projects. Focused on data-driven reporting, process optimization, and performance management.

- External Producer** (2023–2024): Analyzed game project performance and resource allocation against KPIs to guide risk assessment and planning. Developed standardized reports to provide stakeholders with clear insights into project status, finances, and timelines.
- Project Manager** (2021–2023): Led internal efficiency projects based on data analysis of existing work processes. Used quantitative methods to monitor and report team performance within agile processes.
- Sales & Production Assistant** (2019–2021): Conducted sales analyses to identify market trends and optimize product placement, reported Key Performance Indicators (KPIs) directly to management.

### Amo Toys AB 2017 - 2019

Order Administrator

- Managed large data volumes (approx. 1,000 orders/day) in Microsoft Dynamics AX.
- Assisted the finance department with data entry and reconciliation to ensure data integrity in invoicing and order management.
- Analyzed return and complaint data to identify patterns and suggest process improvements in customer handling.

### Takcentrum Sverige AB 2012 - 2017

Warehouse Manager

- Responsible for warehouse data and logistical KPIs (e.g., inventory value, turnover rate, reorder points).
- Performed analysis of warranty handling and purchasing patterns to optimize inventory levels and reduce costs.



## EDUCATION

### Digital Analytics Specialist, IHM Business School 2025 - 2027

*Datadriven Business Acumen, AI & Tech, Web design and optimization, marketing and customer journey, script languages, tag management, measurement plan & implementation, dashboards and presentation.*

### B Sc. Business and Economics | Logistics, School of 2008 - 2011

Business and Economics, University of Gothenburg