

SOFIE RYDMARK

Web Developer @ Invisio | Frontend Developer

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SUMMARY

Hi! I'm a Frontend Developer who loves to create smart and beautiful websites with code. I'm a very fast learner with a keen eye for design, who are used to adjusting to new updates in technologies and a fast-paced environment. Checkout my projects in my portfolio to get to know me more: <https://www.sofierydmark.com/>

EXPERIENCE

Web Developer

Invisio

03/2023 - Present

Stockholm

- Build and maintain websites for a broad client base in HubSpot and WordPress, from technical implementation to content structure and landing pages.
- Partner closely with UX designers and SEO specialists to turn client requirements into production-ready websites.
- Deliver web projects in a fast-paced agency environment, balancing quality, deadlines, and shifting client needs.

Frontend Developer

Technigo

08/2022 - 01/2023

Remote

- Completed an intensive 24-week remote boot camp and shipped multiple projects in a fast-paced learning environment.
- Built frontend applications with JavaScript (ES6), React, HTML5, CSS, and Node.js to strengthen full-stack development skills.
- Delivered work in weekly sprints, turning planning, check-ins, demos, and reflections into continuous iteration and project improvements.
- Completed a full-stack final project that brought together frontend and server-side development in a production-style build.

Programmatic Trading Director

Bizkit Havas

12/2018 - 09/2022

Stockholm, Sweden

- Led an in-house team of programmatic ad-buying specialists to improve campaign execution and delivery.
- Managed real-time digital ad buying for agency clients, helping deliver campaigns aligned with business goals.
- Ran campaigns across multiple DSPs to expand reach and optimize channel performance.
- Improved campaign effectiveness through data, audience, and contextual targeting strategies.

Programmatic Trading Strategist

Bizkit Havas

01/2017 - 09/2022

Stockholm, Sweden

Sponsorship TV-Planner

Modern Times Group MTG AB

10/2014 - 01/2017

Stockholm, Sweden

Regional and Promo TV-Planner

Modern Times Group MTG AB

05/2013 - 10/2014

Stockholm, Sweden

Financial Assistant

Strix Television

12/2012 - 12/2013

Stockholm, Sweden

Pre-Collection Administrator

Marginalen Bank

08/2011 - 08/2012

Stockholm, Sweden

Customer Service

Axon Profil AB

09/2008 - 06/2009

Stockholm, Sweden

EDUCATION

Frontend developer

Technigo

01/2022 - 12/2023

Bachelor's Degree, Business Administration (B.B.A), Marketing and Media

Uppsala University

01/2010 - 12/2013

SKILLS

HubSpot • WordPress • CMS • CRM • Component based Development • React • JavaScript (ES6+) • HTML5 & CSS / Sass • Node.js • Git • Figma • Web accessibility • DSP • SSP • GTM • Marketing Automation • Kanban • Visual Studio Code • REST API

LANGUAGES

Swedish – Native

English – Advanced / Fluent