



Hæ! my name is Atli

and this is my resumé

Contact:

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Education

Master's degree

University of Bifröst – *MS í leadership and management with an emphasis on project management*

2020 -

Undergraduate studies

Háskólinn á Bifröst – *Business administration with an emphasis on marketing communication*

2012 - 2013

Strengths

- Solution-oriented
- Organized
- Service-mindedness
- Leadership
- Respect

My name is Atli Björgvinsson, I was born in Húsavík 32 years ago. I live in Garðabær with my wife, Sylvía Haukdal and two lovely daughters, Anna (6) and Marín (3). I am organized and quick to adapt new skills. Marketing, technology, and the general improvement of individuals is my passion. I have a bachelor's degree in business administration with focus on marketing. I am currently working on my master's degree in leadership and project management.

Experience

ab marketing

Consulting & Teaching | 2019 - Current



I own and operate a consulting company named ab marketing ehf, where I have worked in consulting and teaching marketing. The consulting has been for companies such as Reykjavik Excursions (Kynnisferðir), Cintamani, Pizzan, Tjarnargatan, and many others. I have also handled digital marketing for numerous organizations in over 80 countries. Through the company ab marketing, I have taught marketing and entrepreneurship for universities and private organizations in Iceland. Currently, AB marketing is my main job for a private company that is confidential.

Marel

Marketing strategist | 2022



Currently, I operate part-time as a digital marketing strategist at Marel. In that role, I'm responsible for their marketing campaigns globally.

Reykjavík Excursions

Digital marketing manager | 2021 - Current



After working as a contractor on the company's digital transformation strategy, I was appointed to finish shaping and implementing the process for the company.

Tools

- Adobe Illustrator
- Adobe Indesign Adobe
- Adobe After effects
- Adobe Photoshop
- PowerPoint
- Microsoft Word
- Microsoft Exel
- Asana
- Facebook Business Manager
- LinkedIn ads
- Google ads
- Figma

Recommendation

Margrét Jónsdóttir Njarðvík

Rector

Phone 691 4646
Email rektor@bifrost.is

Salóme Guðmundsdóttir

CEO of Icelandic Startups

Phone 8698001
Email salome@icelandicstartups.is

Hulda Ragnheiður Árnadóttir

CEO of Natural Catastrophe Insurance of Iceland

Phone 8921110
Email hulda@nti.is

Need more recommendations?

Be sure to get in touch if you need more recommendations.

Experience continued

University of Bifröst

Marketing specialist | 2020 - Current

In addition to my work for Reykjavík Excursions, I work as a consultant at Bifröst University. There I work as a specialist in the school's marketing department regarding branding-related tasks, communications, and customer journey. I also have a seat in the school's marketing council.



Icelandic Startups

Director of Marketing | 2020 - 2021

I was hired as a marketing director for Icelandic Startups and was responsible for all the company's marketing performance from day one. In November 2020, the current C.E.O withdrew from the company, and I took her place in her absence from that time until April 2021, in parallel with the role of marketing director. Being able to work this closely with the grassroots of innovation in Iceland was incredibly rewarding and instructive.



SÝN | Vodafone & Stöð 2

Service representative / Brand Manager / Director of Marketing | 2010 - 2020

I started working for Vodafone in 2010 as an employee in the company technical center but was soon transferred from that role to specialized support for corporations and later to a department called "TV CORE" which oversees the operation of Vodafone's TV systems. After that, I took on the job of a project manager in Vodafone's marketing department, where I was responsible for the company's social media along with countless other projects. During the almost ten years I worked for the company, I worked at all levels, so it can be said that the experience from this workplace is extensive and good, from experience in dealing with customers in the front line to more complex negotiations with foreign parties and planning the vision regarding

