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I'm a digital marketing expert and I have a passion for working on creative solutions resulting in positive user experiences. I find it especially exciting to optimize business results by using the advantages of the Internet to monitor and evaluate marketing efforts and to test and experiment for continuous learning and improvement of what works best for different target groups, media and circumstances.

Professional Employment

- 2016- **TripCreator** (tripcreator.io) – *Product Lead & Growth Hacker*
Focusing on growth by getting more website visitors that turn into leads and customers, and also by making sure we create a user-friendly and valuable product that people keep using.
- 2015-2016 **Loro** (loromedia.com) – *Co-founder & Consultant*
Managing all technical and marketing activities as well as recording and editing video courses. Digital marketing consulting for various clients and managing campaigns for them.
- 2014-2015 **Plain Vanilla Games** (quizup.com) – *Growth Hacker & Team Lead*
Main responsibilities were focused on user acquisition (getting new QuizUp users) and retention (keeping current users active) through digital marketing. I was team lead, e.g. taking care of the team's health and reporting on the team's progress to the senior management.
- 2007-2014 **TM Software** (tmssoftware.is) – *Software Engineer & Consultant*
Main responsibilities were focused on digital marketing for TM Software, its products and services (e.g. Tempo) along with consulting on digital marketing and web development for TM Software's clients. Lead the development of a web-based email marketing solution. Gave presentations about digital marketing at conferences and workshops, in addition to organizing such events.
- 2003-2006 **Eirberg** (eirberg.is) – *Summer job*
Worked on the website and other tech-related issues, among other things.
- 2001 **Nýherji** (nyherji.is) – *Summer job*
Technical support through the phone.

Education

- 2011-2012 **Reykjavik University** (en.ru.is/open-university)
Diploma in Marketing Communication and Public Relations
- 2004-2007 **Reykjavik University** (en.ru.is)
BSc in Computer Science
- 1999-2003 **The Commercial College of Iceland** (verslo.is)
Matriculation examination (with emphasis on mathematics)

Teaching

I have taught digital marketing, e.g.:

- 2014-2017 *Google Analytics and Google Search Console for beginners* at Continuing Education - University of Iceland, Reykjavik, Iceland
- 2013 *Digital Marketing*, a course for entrepreneurs, organized by VETIP, Reykjavik University, Reykjavik, Iceland, October 30
- 2013 Mentor at Startup Weekend Reykjavik, Reykjavik, Iceland, October 18
- 2012 Social Media Workshop, organized by TM Software, Reykjavik, Iceland, October 9

Volunteering Experience

- 2011-2014 **The Icelandic Web Industry Association (svef.is)** – Board member
Organizing the annual Icelandic Web Industry Awards, the IceWeb conference/workshop along with other smaller events (e.g. symposiums and meetups).

Presentations

I have given several presentations on digital marketing in Icelandic, e.g.:

- 2018 *Growth Hacking*, talking to the teams at the [Startup Tourism](#) incubator, organized by [Icelandic Startups](#), Reykjavík, Iceland, February 7 ([on SlideShare](#))
- 2016 *Major Growth Keys*, talking to the teams at the [Startup Reykjavík](#) incubator, organized by [Icelandic Startups](#), Reykjavík, Iceland, August 3 ([on SlideShare](#))
- 2014 *Mobile Devices and Mobile Solutions*, symposium organized by [Applicon](#), [TM Software](#) and [Nýherji](#), Reykjavík, Iceland, April 9 ([on SlideShare](#))
- 2013 *Email Marketing and Responsive Email Design*, conference about web solutions and online marketing for the travel industry, organized by [TM Software](#), Harpa, Reykjavík, Iceland, October 10 ([on YouTube](#))
- 2013 *Social Media Marketing and Social Media Policies*, conference about Social Business, organized by [Nýherji](#), [TM Software](#) and [IBM](#), Harpa, Reykjavík, Iceland, May 16 ([on YouTube](#))
- 2012 *Search Engine Optimization*, conference about web solutions, organized by [TM Software](#), Reykjavík, Iceland, October 18 ([on YouTube](#))
- 2011 *Google AdWords*, conference about search engines mainly for people in the public sector, organized by [Ský](#), Grand Hotel, Reykjavík, Iceland, March 2 ([on SlideShare](#))

Articles

I have written numerous articles about digital marketing, e.g.:

- 2014 *One of The Most Common SEO Mistakes is Simple to Fix*, [loromedia.com](#), January 26
- 2013 *A Proven Way to Get More Attention & More Visits to Your Website*, [tmssoftware.is](#), October 8
- 2013 *One Easy Way to Improve User Experience and Increase SEO*, [loromedia.com](#), September 30
- 2013 *Search Engine Optimization - 8 Tips to Help Your Website Rank Higher on Google*, written with Soffía Kristín Þórðardóttir, [tmssoftware.is](#), September 6
- 2013 *A Simple Trick to Get More Website Traffic From YouTube*, [loromedia.com](#), March 13

Skills

Some of my skills and expertise include web development, online marketing, search engine optimization, web analytics, eCommerce, social media, email marketing, pay per click advertising, user experience, attention to detail, usability, copywriting, conversion rate optimization, blogging, content marketing, public speaking, event planning and creativity.

Awards & Scholarships

- 2010 My team won the [Startup Weekend competition in Reykjavik](#) and was chosen the best team.
- 2007 Scholarship from TM Software in connection with my final project at Reykjavik University.

Hobbies & Interests

Hobbies and interests include photography, movies, music, Internet culture, viral videos, social media, blogging, startups, marketing, t-shirts, hot yoga, meditation, hiking and travelling. I enjoy reading, both for fun and as a part of my continuing education, to keep up with the latest development in my field.

References

Hilmar Halldórsson, CEO & Founder of TripCreator. [hilmar\(a\)tripcreator.com](mailto:hilmar@tripcreator.com)

Soffía Kristín Þórðardóttir, Head of Web Solutions at TM Software (my supervisor). [soffia\(a\)tmssoftware.is](mailto:soffia@tmssoftware.is)

Ágúst Einarsson, CEO of Tempo (previously CEO of TM Software). [ae\(a\)tmssoftware.is](mailto:ae@tmssoftware.is)