

# Oscar Borsum Vik

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## PROFESSIONAL SUMMARY

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- Bilingual (Swedish/English) Digital Marketing Professional with hands-on experience in social media management, SEO, content creation, meta ads, and graphic design.
- Experienced in website design and development, building and managing brand-forward sites using WordPress and related tools.
- Currently completing a B.S. in Business Administration with a Major in Digital Marketing at Spring Hill College (GPA: 3.8, Dean's List — Fall 2022–Fall 2025), graduating May 2026.
- Skilled in Canva, Figma, and WordPress with a portfolio of real-world marketing deliverables across agency and sales environments.
- Proven track record in telemarketing — ranked top 4 of 20–30 representatives at Key Solutions through high-volume outbound calling and persuasive phone-based sales.
- Unique asset for international agencies and global campaigns: native Swedish speaker with U.S. work and education experience.
- Proficient in leveraging AI tools for marketing research, copywriting, and content creation ideation, driving faster turnaround and higher-quality campaign deliverables.

## EDUCATION

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**Spring Hill College** — Mobile, AL

*Graduation May 2026*

B.S. in Business Administration | Major: Digital Marketing | GPA: 3.8

**Dean's List Recognition: Fall 2022 – Fall 2025**

## CORE COMPETENCIES & TOOLS

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**Design & Content:** Canva, Figma, Graphic Design, Social Media Content Creation

**Web & SEO:** WordPress (site management & updates), On-page SEO optimization, Blog content production

**Analytics & Marketing:** Social Media Analytics (Impressions, Reach, Engagement Rate), Lead Generation, Telemarketing

**Office & Productivity:** Microsoft Office Suite (Word, Excel, PowerPoint), Google Workspace

**Languages:** Swedish (Native), English (Fluent)

## PROFESSIONAL EXPERIENCE

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**Southern View Media** | **Marketing Intern**

*Mobile, AL | Jan 2026 – May 2026*

- Managed and grew brand presence across multiple social media platforms using a content calendar and strategic posting schedules.
- Created Facebook ad campaigns to drive brand awareness, audience growth, and lead generation for clients.
- Designed blog graphics and visual assets using Canva and Figma, maintaining consistent brand aesthetics across platforms.
- Maintained and updated client websites using WordPress, including content refreshes, plugin management, and layout improvements.
- Improved existing on-page SEO through keyword optimization, meta descriptions, and content restructuring, contributing to increased organic visibility.
- Leveraged AI tools to accelerate marketing research, generate data-driven copywriting, and ideate content strategies, improving content output speed and quality across client campaigns.
- Conducted keyword research, competitive analysis, and SEO audits using SEMrush to identify high-value ranking opportunities and optimize client content for search engine visibility.

**Key Solutions** | **Telemarketing Sales Representative**  
(Seasonal)

*Gothenburg, Sweden | June 2022 – July 2023*

- Conducted high-volume outbound telemarketing calls to pitch and sell phone plan packages to prospective customers.
- Ranked in the top 4 out of 20–30 representatives every month, consistently exceeding individual call and sales targets.
- Generated over \$3,000 in product sales through persuasive phone-based communication and tailored pitches.
- Earned a performance bonus based on high customer satisfaction scores, reflecting strong rapport-building over the phone.
- Qualified and managed a steady pipeline of leads using outbound prospecting techniques to maximize conversion rates.

## **CAMPUS INVOLVEMENT & HOBBIES**

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### **TAU KAPPA EPSILON**

- Treasurer and handled around 10k each semester
- Helped the fraternity get out of debt and lower the dues by budgeting correctly and communicating more clearly what they are paying for, and what benefits they are getting.

### **BASKETBALL**

- Developing discipline, coachability, and performance under pressure
- Maintained athletic eligibility while balancing a full academic course load and extracurricular commitments
- Demonstrated consistent improvement through film study, individual skill development, and practice habits
- Leveraged competitive experience to develop resilience, goal-setting, and a results-driven mindset.

### **POWERLIFTING**

- Tracked and analyzed training data to optimize performance, applying a metrics-driven approach to goal setting and improvement
- Demonstrated elite discipline and long-term commitment through consistent training schedules, nutrition planning, and recovery management
- Coached peers on proper lifting technique and programming,