

JURATE SELANDER



PARTNER MARKETING

Application for AWS Partner Marketing Manager

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[Explore my online presentation](#)

PROFILE

Strategic, hands-on B2B marketing professional with 9+ years of experience translating complex scientific products into clear communication for international markets. I develop partner and distributor materials, deliver campaigns from concept to launch, and work closely with sales and technical experts. My strengths include technical storytelling, audience targeting, go-to-market planning and partner enablement. I take ownership of projects, write the copy myself and coordinate contributors to keep delivery moving.

Selected result: Contributed to 25%+ lead growth over a five-year period through campaign, content and conversion work at Biolin Scientific.

CORE EXPERTISE

Partner marketing: Distributor campaigns, launch toolkits, partner enablement and sales support.

Technical content: Value propositions, customer stories, campaign copy and educational content.

Go to market: Product launches, audience targeting, content planning and market adaptation.

Project ownership: Cross-functional coordination, deadlines, budgets and performance reporting.

PROFESSIONAL EXPERIENCE

Communication and Inbound Marketing Manager

Biolin Scientific AB | Sep 2022 - Present

- **Partner enablement.** Equip international distributors and sales teams with launch toolkits, campaign assets and practical marketing guidance. Adapt materials for local audiences while maintaining consistent messaging.
- **Joint campaign delivery.** Coordinate campaign activity with distributors and internal teams, connecting objectives, content, launch timing and follow-up.
- **Go-to-market execution.** Take product launches from positioning and planning through web content, campaign activation and sales materials for QSense, Attension and KSV NIMA.
- **Technical storytelling.** Translate complex product information and customer insights into clear English copy, value propositions and educational content, working with product teams and scientific experts.
- **Audience targeting.** Use buyer personas, segmentation and HubSpot to connect relevant content, email campaigns and nurturing with different B2B audiences.
- **Stakeholder communication.** Work across sales, product teams and international partners. Present marketing results and recommendations to senior management and the CEO.
- **Independent delivery.** Set priorities, manage project timelines and budget allocation, and stay hands-on with copy, campaigns and materials. Use performance data to improve the next initiative.

PROFESSIONAL EXPERIENCE CONTINUED

Marketing Specialist

Biolin Scientific AB | Apr 2017 - Aug 2022

- Delivered campaigns, product communication, sales materials, landing pages and email programmes for international B2B audiences.
- Worked across paid and organic channels, websites, lead generation and analytics, using campaign results to guide improvements.
- Produced webinars, customer stories, video and event communication, collaborating with experts to make technical subjects accessible and engaging.

ADDITIONAL CAPABILITIES

Brand development, webinars, workshops and video. Web publishing, paid and organic campaigns, SEO and content optimisation for AI-assisted discovery.

EARLIER EXPERIENCE

Freelance Marketer

Independent | 2015 - 2017

Supported clients with marketing communication, content and digital activities, adapting to different audiences, brand contexts and priorities.

PR and Digital Marketing

Utrikespolitiska Föreningen Göteborg | 2015 - 2016

Promoted activities and supported public relations and digital communication for a member-led organisation.

TOOLS

CRM and campaigns: HubSpot CRM and Marketing Hub, Google Ads and LinkedIn Campaign Manager.

Analytics and publishing: GA4, Google Search Console, CMS, Adobe, Microsoft 365 and webinar/video platforms.

Search and AI: SEO, generative engine optimisation (GEO), answer engine optimisation (AEO) and AI-assisted content workflows.

HOW I WORK

Curious, structured and collaborative. I connect the bigger picture with practical delivery, test new ideas and bring people together around products whose value I understand.

EDUCATION

Aarhus University: International Communication and Multimedia | 2008 - 2011

University of Gothenburg: International Communication | 2012 - 2013

LANGUAGES

Lithuanian | English | Swedish