

Tobias Mikalsen

Redwood City, CA

Contact Me



+1 (415) 619-4859



tobias@mikalsen.one



tobias.mikalsen.one
bit.ly/linkedintobias

Accomplishments

Honors

Academic Excellence Scholarship
Graduated with Distinction
Hult Int'l Business School

Projects

Disruptive Innovation Project
for Levi Strauss & Co.

Corporate Innovation Proposal
for E.J. Gallo Wineries and E3

Brand Management Project
for Earth Water, Dubai

Google Online Marketing
Challenge, 2016
for Incode Technologies

Skills

Ad campaign management,
branding, marketing strategy,
product/business development,
and excellent communication.

Languages



English Norwegian Danish Swedish

PROFILE

A global mindset, creative thinking, and unbeatable perseverance. Often characterized by high ambition, having started my first company—in app development—at age 11. I've lived on three continents, in five global cities, and completed high school and college in 4 years, before being hired by Apple upon graduating. I make myself an asset in all ventures, and when working with a talented team, I know that we can make any project a success.



GLOBAL BUSINESS
STRATEGIST



INTRAPRENEUR



EXPERIENCED
MARKETER

EXPERIENCE



App Store Developer Relations Specialist

Jan 2018 - present

Apple, Inc. | Cupertino, CA

- Working with developers worldwide, incl. multiple Fortune 500 Co., to ensure compliance with Apple's requirements.
- Escalating concerning app business models to executives.
- Conducting reviews of 1000s of concepts and business models.
- Point of contact for cross-cultural communication with Nordic devs.



Head of Digital Marketing Marketing Analyst

Jan 2017 - Jan 2018

Incode Technologies, Inc. | San Francisco, CA / London, UK

- Managed user acquisition advertising campaigns through Google AdWords and Facebook Ads.
- Conducted A/B test experiments to reveal user preferences in order to optimize for user acquisition, increasing conversion rate by 40%.



Student Consultant, Business Development

Jan 2017 - Apr 2017

Amazon.com & Amazon Launchpad | San Francisco, CA

- Created a comprehensive Corporate Innovation proposal.
- Was ranked in the top 3 for the Hult Business Challenge.



Founder

Apr 2013 - Jan 2016

DingzShop.com / Mikalsen Operations ENK | Norway

- Ran online e-commerce store selling consumer electronics, and marketing consulting firm with multiple clients.
- Increased sales by millions for insurance company client.

EDUCATION



Bachelor of Business Administration

Jan 2016 - Dec 2017

Hult International Business School | 4-year program | 3.8/4.0 GPA

- Studied in San Francisco, London, Dubai, Shanghai, and Boston.
- Mentored by business leaders, incl. North Face-founder Hap Klopp.



Certificate Programs in Business

May 2017 - Sep 2017

Harvard Business School | Accelerated 25-week program duration

- Scored among the 3-5% highest in courses such as Economics.
- Completed two certificate programs in the topics of analytics, economics, negotiation, leadership, and design thinking.
- Received the Credential of Readiness Pre-MBA Certificate.