JURATE SELANDER



B2B DIGITAL MARKETING

HubSpot | Demand generation | Digital customer journeys

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Explore my online presentation - meet.jurateselander.com

PROFILE

Hands-on B2B marketing professional with 9+ years of experience across international markets. I build campaigns, publish web pages, write clear English copy and use HubSpot workflows to support lead generation and nurturing. My experience connects buyer personas, paid and organic channels, content and performance analysis. I work closely with sales and product experts, take ownership of delivery and use results to improve the customer journey.

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

CORE EXPERTISE

HubSpot and inbound: CRM, audience segmentation, email workflows and lead nurturing.

Digital acquisition: Google Ads, LinkedIn campaigns, SEO, email and landing pages.

Web and content: Hands-on CMS publishing, English copywriting and AI content optimisation.

Analysis and delivery: GA4, Search Console, KPI reporting, campaign improvement and sales collaboration.

PROFESSIONAL EXPERIENCE

Communication and Inbound Marketing Manager

Biolin Scientific AB | Sep 2022 - Present

- **HubSpot and automation.** Build campaigns, email workflows and nurturing programmes, using audience segmentation and buyer personas to make communication relevant.
- **Web publishing.** Build and publish product pages, campaign landing pages and website content in the CMS. Write copy and connect messages, calls to action and follow-up.
- **Demand generation.** Deliver campaigns across paid search, paid social, email and organic channels, linking useful content with clear next steps for B2B buyers.
- **Measurement and improvement.** Analyse campaign and website performance with HubSpot, GA4 and Search Console. Track KPIs, test new approaches and turn insights into practical changes.
- **Search and AI.** Develop SEO and optimise content for AI-assisted discovery. Use AI to support research, analysis and content work, with human review.
- **Commercial collaboration.** Work with sales, product teams and international distributors on customer communication, launches and sales materials.
- **Planning and ownership.** Set marketing priorities, allocate budgets and report results to senior management. Coordinate digital delivery across QSense, Attension and KSV NIMA.

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.

BROADER MARKETING EXPERIENCE

Global product launches, positioning and brand development across three scientific brands. Additional experience in distributor toolkits, sales enablement, webinars and customer education.

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 enjoy understanding how processes connect, testing new ideas and staying directly involved in the work. I take ownership, bring people together and care about communicating 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