

Jonathan Pettersson

Programmatic Specialist — Data & Reporting Automation

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CORE SKILLS

- Programmatic advertising
- Campaign reporting
- Reporting workflow automation
- KPI definitions and QA
- Dashboard requirements
- AI-assisted reporting workflows
- Stakeholder communication

TOOLS

- The Trade Desk
- GCP / BigQuery
- Looker Studio
- Google Analytics / Google Ads
- HubSpot / Figma
- AI-assisted prototyping

EDUCATION

Digital Marketing Strategist
Nackademin

Computer Science
St Eriks Gymnasium

LANGUAGES

- **Swedish**
Native
- **English**
Professional

PROFILE

Programmatic specialist with hands-on experience in campaign execution, reporting workflows and marketing data. Builds daily reporting workflows from The Trade Desk exports into GCP/BigQuery and Looker Studio, with the same reporting data supporting dashboarding and campaign wrap-up automation.

SELECTED IMPACT

- Built a daily programmatic reporting workflow using custom TTD exports delivered into GCP, followed by BigQuery reporting logic and Looker Studio dashboards.
- Audited and aligned nine custom TTD reports for metric consistency, dimensions, data quality and downstream dashboard and wrap-up use.
- Used BigQuery to structure campaign reporting data for KPI review, dashboard views and campaign wrap-up logic.
- Built an internal Google Cloud-hosted Campaign Wrap-up tool at WPP using the same reporting data for standardized client-facing and internal campaign follow-up.
- Translated campaign needs into KPI definitions, data requirements, reusable reporting logic and stakeholder-ready summaries.

EXPERIENCE

WPP Media Sweden — Programmatic Specialist 2022–Present

- Create, optimize and analyze programmatic campaigns across client accounts.
- Work with campaign data, reporting requirements and performance follow-up.
- Configure custom The Trade Desk reports used in daily reporting workflows.
- Use GCP, BigQuery and Looker Studio to turn delivered campaign data into dashboard views, KPI review and campaign follow-up reporting.
- Translate campaign needs into KPI definitions, data requirements and reusable reporting workflows.

Previous Roles

Dimension 46 — Performance Marketing Specialist 2022

Paid media across social, YouTube, programmatic and data-driven marketing.

BlueCall — Inbound Marketing Specialist 2021–2022

Content, HubSpot workflows and LinkedIn campaign analysis.

UC AB — Senior Sales Account Manager 2015–2021

Client relationships, stakeholder communication and commercial problem-solving.

PROJECTS

Programmatic Reporting & Campaign Wrap-up Tool

- Built an internal Google Cloud-hosted tool using daily TTD reporting data and BigQuery reporting logic.
- Reuses dashboard and KPI data for standardized client-facing and internal wrap-up generation.
- Created a clean-room version with synthetic data for external discussion, without employer files, client data or internal materials.

Public Workflow Tooling Portfolio

- Built and released public workflow tools for gaming/modding communities, focused on safe install flows, backups, diagnostics and recovery paths.
- Owned testing, packaging, documentation and release quality across Nexus/GitHub projects with thousands of unique downloads.