

Julia Ryberg

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INTERNATIONAL PROGRAM & ACCOUNT MANAGER (III)

Top-performing Program & Account Manager with international experience in multi-language, cross-functional work environments. Proven record of delivering high-quality content in fast-paced and ambiguous production scenarios. Experienced digital content creator and learning specialist with a talent for creating and governing scalable content support to educate and inform a global audience. Excellence in data-centric research and metrics interpretation, from use case identification to gap analysis through post-launch content performance evaluation. Organized and ambitious, with a growth mindset and the ability to quickly adapt to shifting priorities.

CORE COMPETENCIES

Program & Account Management	Quality Assurance & A/B Testing
Content Strategy & Acquisition	Performance Evaluation
Metrics Analysis & Reporting	Team & Stakeholder Management
Instructional & Curriculum Design	Mentoring & Coaching

WORK EXPERIENCE

Amazon, Stockholm – Manager Merchant Services, Account Manager III 01/2022-present

Manager for New Seller Recruitment SE Marketplace within the EU Expansion Team. Responsible for the launch and support of local Selling Partners by a team of Account Managers through various tools and features. Partnering with business and technical teams to design and build country-specific features and solutions. Identification and pursuit of new opportunities for Amazon's Marketplace business to empower and grow Selling Partners nationally and abroad.

- National sponsorship of Seller Experience (SX) topics tied to account registration, product listing, seller support across in collaboration with NL, PL, TR and Export locales.
- Continuation of 3PX CCN Ambassador Program Championship for career development to surface, investigate and mitigate systemic issues driving low-performing employee feedback across expansion locales.

Amazon, Stockholm – Sr. MAM Partner Manager, Account Manager II, III 07/2021-12/2022

Country owner for Mass Account Management, Selling Partner Education Programs, and Demand Generation Activities in Sweden within the EU Expansion Team. Development and establishment of strategies on SMB (engagement) programs. Innovating and scaling of program initiatives across departments. Support of personalized content management to empower and grow Selling Partners nationally. Organization, execution,

and evaluation of weekly educational webinars across 50+ internal and external stakeholders to continually improve products, services, processes, systems, and tools.

- Education of 1700+ educated Selling Partners (+370% vs plan) in FY '22 through 26 virtual events and associated on-demand content on Amazon products and services with 96% avg satisfaction score.
- Education of 880+ educated small to medium-sized businesses (+166% vs plan) in FY '22 through 8 virtual events with 5+ external partners on e-commerce topics related to marketing, logistics and internationalization with 86% avg satisfaction score.
- Launch of Swedish E-Commerce Academy, a joint collaboration by Business Sweden, Almi Företagspartner, Region Skåne, Ehandel.se and PostNord to build Amazon brand recognition and accelerate local e-commerce and international expansion; includes procurement of research study and report into local e-commerce landscape, domain launch, trademark approval, associated video trailer and content creation, website migration, facilitation of legal partnership agreement and launch event with C-level executive speakers and 408 live attendees featured by national press.
- Acceleration of 3PX SE Working Student Program (+600%) as pipeline for full-time employment (50% recruiting conversion) with critical work delivered at ~60% lower fee compared to traditional agency recruiting; includes application of inclusion and diversity principles (50% diverse backgrounds, 33% female, 33% student entrepreneurs) and contribution to enriching the student experience.
- 3PX CCN Ambassador Program Champion for career development work-stream to surface, investigate and mitigate systemic issues driving low-performing employee feedback; includes planning, facilitation and evaluation of 6 virtual workshops in collaboration with EU10 on EQ, promotion, and career growth with Sr. Mgmt. speakers and 4.5/5 avg satisfaction score and achievement of 97% tool adoption (+233bps vs plan) excl. newly eligible employees.

Amazon, Seattle – Content Strategist, Program Manager II

05/2020-07/2021

Use of agile project management principles to plan, execute and deliver engaging content to a global audience. Identification and implementation of strategies to inform and improve resource management and content development workflows for enhanced content quality, maintainability, and usability. Strategic relationship building with stakeholders in Program Management, Product, Localization, Legal, Retail, Operations. Team management, including hiring, on- and off-boarding, knowledge transfer, performance evaluation, career development and cross-vertical team engagement.

- Managed 120+ global device and feature launch projects tied to voice-enabled communication, entertainment, on-the-go devices and Health & Wellness (e.g. Echo Frames, Echo Buds, Echo Show, Halo).
- Planned, executed and evaluated 25+ bi-weekly production sprints with an overall performance ratio of +95% and continually increasing project/capacity ratio.
- Planned, executed and monitored D2AS content onboarding to the CDMC, spanning 7 product spaces/teams (AP, FTV, EFD, AM, K&T, AG, GC) and an est. effort of 2936 hrs total.
- Revised and implemented cross-vertical change control mechanism for maximized risk control and expectation alignment for highly ambiguous launch projects.
- Devised and managed novel cross-vertical process improvement program to streamline and improve content production processes with 4.6/5 approval rating.
- Organized and facilitated cross-vertical 2021 Content Strategy Summit with an 4.5/5 approval rating, spanning 4 days with 40+ participants from 10+ teams.
- Audited, improved and extended Content Developer Launch Plan and onboarding schedule, spanning 10 weeks and 30 training sessions.

- Planned, facilitated and evaluated quarterly Human-centered design group sessions to surface systemic challenges in APAC, EU, JP and the Americas.
- Investigated and implemented automated partner team feedback mechanisms for data harvesting on EFD performance evaluation for continuous improvement.
- Performed deep-dives into Project Management tool opportunities, communicating research results, organizing workshops and tool evaluations.

Amazon, Seattle – Senior Content Developer

02/2020-04/2020

Collaborated with SMEs in Program Management, Product, Localization and Legal to plan, write, create, publish and evaluate support content for a variety of international marketplaces. Utilized content strategy and execution planning based on data to inform strategic decisions. Performed quantitative metrics analysis, problem solving and prioritization under tight deadlines to deliver multiple complex projects simultaneously.

- Supported major international feature launch tied to voice-enabled communication
- Developed and published 80+ international legal updates in multiple content spaces
- Improved support content discoverability through extensive internal taxonomy audit

Talent Inc., Bellingham – Senior Content Editor

06/2019-02/2020

Developed, defined and implemented editorial guidelines for globalization in a multi-language publishing environment. Led the strategic development and continual update of the company's German digital learning platform. Localized self-service online articles, standard operating procedure documentation, terminology databases and other communications. Acted as a liaison and mentor for a pool of German-language content providers. Delegated assignments to in-house team members and freelancers and supervised contributors to monitor adherence to quality standards across Talent Inc. brands and services. Coordinated with internal and external clients to resolve editorial concerns. Analyzed customer satisfaction metrics to inform content strategy along with innovative content ideas and new digital approaches.

- Improved customer satisfaction rates from a 3.8 to a 4.3 average, reducing order reassignment and escalation for applicable German speaking marketplaces
- Increased quality standards and quantity output by scaling and streamlining the translation, editing, localization and proofreading of product and communication templates
- Managed on-boarding and supervision of 35+ culturally diverse content producers from multiple international locations in the US, Germany, Switzerland, Austria, South Africa

Bonnier Education, Stockholm – Content Editor & Project Manager

10/2015-06/2019

Developed strategies for generating innovative publishing ideas with financial profitability, including product research, benchmarking analysis and A/B testing. Managed production sprints under planning, production and launch according to agile development principles. Composed K12 learning curricula, unit and lesson plans along with training quizzes and focus exercises incorporating methodological approaches such as peer learning, problem-based learning, case-based learning, micro learning, gamification and storyline. Drafted, reviewed and refined formative and summative assessment systems. Participated in development of comprehensive style guide. Collaborated with subject matter experts, internal and external stakeholders. Contributed to sales and marketing efforts to drive traffic and generate profit.

- Built top performing web portal with 348 e-texts, 453 focus exercises, 523 video clips, 61 audio clips, 1603 media links, generating more sales than a competing total of 49 products
- Supervised planning, production and launch of two digital learning assessment lines resulting in 20+ product types for 14 subjects in six grades and varying proficiency levels
- Created, revised and updated multiple yearly curricula including 68 unit plans, 44 exams, 66 tests and 726 quizzes along with matching e-texts and exercises

ADDITIONAL WORK EXPERIENCES (selected)

Mango Languages, Seattle – Language Coach | Intriguing Ideas LLC, Seattle – Web Content Writer | ABC German Language School & Eastside German Language School, Bellevue – Educator | Ekillskolan, Stockholm – Educator | German Federal Police, Stockholm – Office Administrator | German Embassy, Stockholm – Customer Service Representative | Comsense Company Solutions, Stockholm – Language Specialist

EDUCATION

- Master of Arts (M.A.), 2014 – Linköping University, Education, Teaching License Higher Level Compulsory School
- Master of Arts (M.A.), 2004 – Osnabrück University, English Language and Literature, German Language and Literature, Media Studies
- MicroMaster (M.M.), ongoing – University of Maryland University College, Instructional Design and Technology

CERTIFICATES (selected)

Change Management & Culture, 2023 – Catalyzing Change Without Borders | Owing Your Development, 2022 – Amazon | Mechanisms, 2022 – Amazon | Emotional Intelligence, 2022 – Amazon | Career Development and Promotions, 2022 – Amazon | Executive Presence, 2021 – Amazon | Interrupting Unconscious Bias, 2021 – Amazon | One-way & Two-way Door Decisions, 2021 – Amazon | Prioritization, 2021 – Amazon | Salesforce Essentials, 2021 – LL | Change Management, 2021 – Amazon | Creating a Communications Strategy, 2021 – LL | Gema Kaizen, 2021 – LL | Artificial Intelligence for Project Managers, 2021 – LL | Managing Innovation, 2021 – LL | Creating a Program Strategy, 2021 – LL | Helping Underperforming Employees in a Toward Culture, Amazon 2021 | Mechanisms eLearning, 2021 – Amazon | Equal Opportunity & Hiring the Best, 2020 – Amazon | Leading Virtual Teams, 2020 – Amazon | Team's Purpose and Direction, 2020 – Amazon | Critical & Strategic Thinking, 2020 – Amazon | Decision Making, 2020 – Amazon | Search Engine Optimization, 2020 – Amazon | CDO Information Security, 2020 – Amazon | Customer Experience Management, 2020 – Amazon | Talent Evaluations, 2020 – Amazon | Preventing Workplace Harassment, 2020 – Amazon | UX Foundations, 2020 – LL | Understanding Information Architecture, 2020 – LL | Agile Project Management, 2020 – UMUC | Learning Theories, 2019 – UMUC | Digital Media, New Tools and Technology, 2018 – UMUC | Instructional Design Models, 2019 – UMUC

LANGUAGES

German – native speaker | English – near native fluency | Swedish – excellent command

VOLUNTEER EXPERIENCES

Toastmasters International Club No. 822 – Vice President Public Relations (2019-2020) | Women@Amazon Develop & Advance Committee – Committee member (2020-2021)