

Daniel Stark  
linkedin.com/in/dstark94  
dstark@email.com  
+46 98 765 432

Lisa Isaksson  
linkedin.com/in/lisaksson-4  
lisaksson@email.com  
+46 12 345 6789

2 November 2018

Reference: **Driven, curious final year Master's students in Industrial Engineering and Management seeking a 16-week master's level thesis project in the areas of business, management, digitalization or open innovation at Siemens, starting in January.**

Lars Ekman,

We first came into contact with Siemens at a job fair in Stockholm where we were fortunate enough to meet with your co-workers Kim Juhlin and Gunn Wiklund. They introduced us to the Siemens' mission to be a benchmark in the way you electrify, digitalize and automate the world around us. Being the best at what you do is also our motto as we believe that the only way forward is to aim for excellence.

Let us introduce ourselves: We are both currently in our final year of master studies in Industrial Engineering and Management at Luleå University of Technology. **Daniel** enjoys "blue-sky" thinking and seeks to have a broad, holistic view of business strategy. He has studied extra courses in marketing and strategic planning. In the past, he has worked with several organizations to help them grow and he has even started his own successful photography company. **Lisa**, by contrast, is more detailed-oriented in her approach and likes to dig deep in specific areas. She is especially interested in innovation management. She is an active person who likes to challenge herself, both physically and mentally, and has even completed Vasaloppet. She has previously worked with consulting to improve effectiveness within organizations.

In the attached document, we have listed several topics that could be beneficial to your organization while meeting the university's requirements. We have worked together on several projects during the past four and half years of university studies and believe that our strengths complement each other very well. Our hard work and team dynamics have always resulted in high quality reports and top grades. We have both studied abroad and feel that those experiences have given us, among other things, excellent time-management skills as well as cultural understanding with a global perspective.

Thank you for taking the time to read our application for a possible thesis project. If you have any questions or would like to know more about the areas we could help you with, please feel free to contact us for an interview.

Best regards,  
Daniel Stark and Lisa Isaksson

Daniel Stark  
linkedin.com/in/dstark94  
dstark@email.com  
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Lisa Isaksson  
linkedin.com/in/lisaksson-4  
lisaksson@email.com  
+46 12 345 6789

### Curious – Knowledgeable – Original

I am a tech geek and social media guru who is curious and committed. Strategy, marketing and technology are some of my genuine interests and because of them, I have started a company, led volunteer workers, redesigned a magazine, negotiated a 500 000kr deal and gained experience in several fields.

I love when I get to learn new things and challenge myself. Through my volunteer work, I have been able to collaborate and share my knowledge with others.

### Social – Energetic – Driven

I am a people person, known for my positive attitude and social skills. I am energetic and enjoy challenging myself both professionally and personally. Working with problem solving has always been an interest of mine and I seek to improve my skills through competitions and case work.

Some of my accomplishments are completing Vasaloppet, studying abroad and working as the Director of Human Resources at 180 Degrees Consulting, Luleå.

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## Topics we can help you with:

### Business Model Innovation

- How your company can develop new value propositions to meet future customer needs
- How you can evolve your business model to compete in a rapidly changing market
- How your company can use servitization to increase customer satisfaction and profitability

### Digitalization of Business Models

- How digitization affect your business model
- How digitization can improve your ability to create, capture and deliver value to your customers
- How an agile IT strategy can improve the effectiveness of your business model

### Global Management

- How your company can effectively take advantage of global opportunities
- How you can effectively manage teams across cultures
- What benefit would your company get from implementing global research and development

### Managing Open Innovation

- The processes in your company that could benefit from an open innovation strategy
- How you can use crowdsourcing to enable growth and improve employee output
- The preparations that should be done before engaging in an open innovation effort

# Daniel Stark

linkedin.com/in/dstark94  
Professorsvägen 12, 96346 Luleå | dstark@email.com | +46 98 765 4321

Tech geek completing a **master's degree in Industrial Engineering and Management** with international experience and passion for developing elegant solutions to everyday problems

## EDUCATION

Sept 2014-  
Present **Direct Master in Industrial Engineering & Management**, Luleå University of Technology, Luleå  
**Exchange studies:**  
Courses in marketing and strategy, Ajou University, South Korea (2016)  
Expected graduation: June 2019

## WORK EXPERIENCE

Apr 2015-  
Present **Owner/Founder**, Pikselmania AB, Luleå  
Established a marketing, film and photography firm with a revenue of 100,000 SEK by 2018

Aug 2018-  
Jan 2019 **Sales Associate**, Crowdsourcing Week, Stockholm  
Created and maintained a global pipeline for products and events  
Negotiated and closed sponsorship deals ranging from \$5,000-10,000 USD

June 2016-  
Aug 2017 **Strategic Communications Manager**, Technical Students' Union, Luleå  
Led, supported and inspired 4 teams with a total of 17 members  
Planned, marketed and executed 20 business events generating 350,000 SEK  
Initiated, negotiated and executed a contract for office space that increased the working area by 30% while cutting 24% of total costs

## VOLUNTEER EXPERIENCE

Aug 2016-  
Sept 2017 **Student Ambassador**, Nova, Luleå  
Created a local community and scouted for hidden top talent  
Organized meetups and connected members, focusing on networking and personal growth

Aug 2016-  
Aug 2017 **Digital Mentor**, Luleå Municipality, Luleå  
Provided digital consultation and mentorship to the municipal Head of Education

Jan 2016-  
Jan 2017 **Member of the Executive Board**, STUK Restaurant & Bar, Luleå  
Managed an organizational change  
Recruited a CEO who doubled the revenue from daily operations

## CERTIFICATES

2016 **Ads Search Certificate**, Google Academy for Ads  
**Digital Sales Certificate**, Google Academy for Ads

2015 **Advanced Sales Negotiation Certificate**, Grant Cardone Sales Training University

2015 **Facilitator**, Self Leaders

## IT SKILLS

Programming: Python | Java  
Design: Photoshop | Premiere Pro | InDesign | After Effects | Illustrator | Lightroom

## LANGUAGE SKILLS

**Swedish** – Native language **English** – Full professional proficiency

# LISA ISAKSSON



+46 12 345 6789



lisaksson@email.com



Lisa on LinkedIn



Portfolio

## LANGUAGE SKILLS



SWEDISH

Native language



ENGLISH

Fluent

## COMPUTER SKILLS

Office Suite



CAD-NX



Python



References available upon request

## PROFILE

**Social – Energetic – Bold**  
**Energetic Master's student in Industrial Engineering and Management with a strong desire to improve efficiency in all areas of business.**

## EDUCATION

Aug 2014-  
Present

**Direct Master in Industrial Engineering and Management**, Luleå University of Technology, Luleå

**Exchange Studies:** University of Strathclyde (2016)

Courses in: Innovation Management, Design and Psychology  
*Expected graduation: June 2019*

## WORK EXPERIENCE

Jan 2019-  
Present

**Personal Care Worker**, Humana Assistans AB, Luleå  
Helped patients with basic household tasks and cleaning; Planned and organized activities; Supplied medications to patients; Reported details to family members and co-workers

Oct 2016-  
Dec 2018

**Front Desk Receptionist**, Clarion Hotel Sense, Luleå  
Booked rooms; Checked guests in and out; Handled invoicing and cash register

Sept 2015-  
May 2016

**Technical Support**, Telia, Luleå

Answered support-related calls with a focus on problem-solving; Helped train new staff members

July 2014-  
Jun 2015

**Sales Associate**, Kjell & Company, Luleå

Suggested appropriate products based on customer needs, Purchased and counted inventory; Reconciled cash register and made bank deposits

Summers  
2012 &  
2013

**Cleaner**, Gröna Lund Amusement Park, Stockholm

Maintained the grounds; Ensured that bathroom and eating areas were tidy and trash was emptied; Focused on customer service

## VOLUNTEER EXPERIENCE

Sept 2018-  
Present

**Mentor**, Pepp, Luleå

Encouraged high school girls to pursue studies in engineering

July 2016-  
Jun 2017

**Treasurer**, Student Assoc. for Industrial Management, Luleå

Managed the budget; Handled invoicing, receipts and payment forms; Helped organize fundraising events; Increased turnover by 40%

Summers  
2015 &  
2014

**Football Coach**, Solna Kommun, Stockholm

Coached children ages 10-14 in groups and one-on-one; Planned training programs; Ensured proper technique; Motivated the team during matches