



CURRICULUM VITAE

ARVID BROBECK

"Arvid is a gamer at heart and a entrepreneur at mind."

I love working with serious games and marketing. Within these structures is an everyday challenge that I love. The possibilities and rewards from making a good deal for both parties in an agreement, as well as putting the final touches on a sweet and fun game is great.

I am the co-founder of the communications agency Lubit. This is an agency that specialises in helping our customers reach out with the use of new medias and new technology such as mobile platforms and social media. Our clientele ranges from museums, with the need for interactive mobile technology, to petrol stations, in need of new communication channels.

Personally, I cherish the challenge of sales, but even more than that, I value actually offering something that is mutually beneficial and insuring the quality of the final project.

Personal Details

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GOTHENBURG

**JUNGMANSGATAN 31D
413 11, SWEDEN**

DATE OF BIRTH

NATIONALITY

MARITAL STATUS

MAY 13TH 1985

SWEDISH

NOT MARRIED

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ARVID BROBECK

PROFESSIONAL EXPERIENCE AND SIGNIFICANT ACHIEVEMENTS

**LUBIT MARKETING AGENCY, CEO PROJECT
MANAGEMENT, SAILS AND GAME DESIGN - 2007- CURRENT**

LUBIT

Lubit is marketing agency who primarily focuses on marketing via games, social media and mobile devices.

My key responsibility's have been;

Project management: Project management in different variations of SCRUM, the team size has varied from 2-12. My roles has mostly been either Product owner or Production Manager in this.

Marketing strategy: Developing client marketing campaign, that range from small one-man companies to large corporations marketing strategize.

Game designer: The marketing solutions that we deliver are all in one way or another based upon the design process from games. How to create engagement and interest.

Business development: Taking the idea of more entertaining marketing from concept to reality. Growing it so its not pivotal on me.

KEY ACHIEVEMENTS

Deliverd mobile guide system for Intel. Produced advergames for Svevia. Number of websites with webshops and flash content.

EARLY CAREER BACKGROUND

**MUSKEDUNDER INTERACTIVE, ADVERGAMES - PROJECT MANAGER -
FEBRUARY 2008 - AUGUST 2008**

DICE, AAA GAMES - EMBEDEBD QA - MAY 2007- AUGUST 2007

Specialties

Design Process, Social Games, Viral Marketing,
Sales and marketing on both strategy and tactic
level, Design Patterns, Project management,
Web Games, Casual Games

REFERENCES AVAILABLE ON NEXT PAGE

"Arvid is a true team player. Having him on the team has been crucial in managing to revitalize an organization. We've worked together on several occasions and have shared responsibilities and leadership roles, organized events and engaged people in self and group empowering activities. His empathic ability and hands on approach to problem solving has made our teamwork into a very pleasant endeavour." February 1, 2011

*OWNER, ELISABET FLUFF KÄRRBERG ENSKILD FIRMA
WORKED WITH ARVID AT LUBIT*

"Arvid Brobeck, the project leader with the iron will! If something needs to be done, Arvid is there for you. With a broad technical competence he is perfect for taking on any project involving it." January 7, 2010

*CEO, GAME DESIGNER, PROJECT LEADER & PROGRAMMER, STUDIO FREAKS
INTERACTIVE*

WAS WITH ANOTHER COMPANY WHEN WORKING WITH ARVID AT LUBIT

"Arvid has a great balance of both creative and structured mind, and manages to break boundaries and go out of the box without losing focus on time and cost. He does a great job at applying new technology in creative and interactive ways." December 10, 2009

TOP QUALITIES: PERSONABLE, HIGH INTEGRITY, CREATIVE

*GUSTAF JOSEFSSON,
HIRED ARVID AS A SPELUTVECKLARE IN 2009*

"Arvid always combines creativity with quality in a remarkable way. I enjoy working with him and I look forward to future business." May 20, 2009

TOP QUALITIES: GREAT RESULTS, PERSONABLE, CREATIVE

*OLA JANSON,
HIRED ARVID AS A EDORUCAT IN 2008, AND HIRED ARVID MORE THAN
ONCE*

"Arvid is one of the most ambitious people I have had the chance to work with. His briefcase of skills are topped with his focus on the goal and result, his eager and interest to learn new things and a really sharp creative mind." February 19, 2009

*GAME DESIGNER
WORKED DIRECTLY WITH ARVID AT LUBIT CREATIVE SOLUTIONS*

"Arvid Brobeck is an eccentric and goal oriented worker, who always seem to have an extraordinary vision of everything he overtakes. He is focused and always driven to accomplish the most out of any project." September 6, 2007

*OWNER AND CREATIVE DIRECTOR, GOODMORNINGAPE
WORKED DIRECTLY WITH ARVID AT LUBIT CREATIVE SOLUTIONS*

"Arvid is quite the competent completer in most given situations. I've found that his eagerness to solve and help when a projekt is either going haywire or managing to stay on course is more than admirable as is his genuin drive too better himself and see to it that those around him are at good health and state of mind. His creativity is more than awesome when it come down to testing and exchanging idées already set in motion, along with his experience of interacting in several media with people of all ages." August 22, 2007

*SAMUEL GYLLENBERG, STUDENT, ACADEMEDIA MASTER
WAS WITH ANOTHER COMPANY WHEN WORKING WITH ARVID AT LUBIT
CREATIVE SOLUTIONS*

"To have Arvid as a part of your team ensures that there's someone that will take initiative when needed. Nothing is "enough" until it's finished, there's nothing between the start and goal." July 28, 2007

1ST EDVIN BROBECK, DESIGNER, BEASTWEAR