

Klas Holmlund

Community, Growth & Marketing Lead

AI · DIGITAL PRODUCTS · CREATIVE TECHNOLOGY

Stockholm, Sweden klas.holmlund@gmail.com linkedin.com/in/uberlancer holmlund.nu

PROFILE

Community, growth and marketing leader with a long background in digital products, creative technology and user-led growth. I build user ecosystems around products that are new, participatory or difficult to explain, combining audience insight, product communication, content, acquisition and hands-on creative execution.

Recent work on Opera Neon spans agentic AI, Reddit growth, product launches, onboarding, Voice of Customer, QA and brand development; earlier roles include creator platforms, AAA game development, product ownership, digital marketing and art direction.

CORE STRENGTHS

Growth strategy · Product marketing · Community strategy · Audience & user insight · Content strategy & writing · Brand voice · Organic & paid social · Product launches · Activation & retention · Voice of Customer · UGC / creator ecosystems · Generative & agentic AI · Cross-functional leadership

EXPERIENCE

Community Lead, Opera Neon · Opera

Sep 2025 – Aug 2026

Led community, growth and product communication for Opera's agentic AI browser, working across users, product, marketing, QA and leadership.

- Built a structured Voice of Customer programme: curated 181 user insights and feature requests for bi-weekly leadership and developer triage, directly influencing Jira priorities and product roadmap decisions.
- Established Reddit as a major acquisition channel. Two months of boosted community-native content generated 3.4M impressions and 17,953 clicks from \$1,654 spend (\$0.49 eCPM; \$0.09 CPC; 0.529% CTR), alongside 50K+ organic views.
- Wrote, designed and published communications for 49 feature launches across Reddit and Discord; the release work became a reference point for Opera Neon's wider tone of voice and ongoing brand building.
- Mapped onboarding, identified critical user-journey friction, initiated an onboarding email series with Product Marketing, and regularly contributed blog copy, social video and campaign creative.
- Maintained 30–40% new-user retention and above 30% activation in an inherited legacy Discord while managing moderators and building a highly participatory core culture.
- Worked closely with QA and personally contributed more than half of all product bug reports during the assignment, including critical product and security issues.

Community Lead · Embark Studios

Jun 2023 – Oct 2024

Led community and user-development work for WIM, an unreleased creative sandbox and UGC platform, as the role expanded into product evaluation, creator programmes and player safety.

- Built and led an embedded creator cohort of around 20 ambassadors plus some 200 casual builders, running twice-weekly creation sessions and connecting highly engaged users directly with developers and unreleased functionality.
- Designed and led structured company-wide product evaluations, coordinating an approximately 50-person design and programming group and consolidating findings for management and design leadership.
- Identified a missing player-safety function, secured leadership backing, researched requirements with Legal and designed the in-product moderation and safety UX, policies and functional requirements with Engineering through implementation.
- Managed three dedicated community operators and coordinated external partners while producing tutorials, showcases, creator content and product feedback for an 80-person internal project organisation plus 20 consultants.

Lead Community Manager · Adventure Box Technology AB

Nov 2020 – Dec 2021

- Managed the international community around a browser-based UGC game and platform with more than 3M users, segmenting creators, players and power users to improve communication and participation.
- Designed competitions, partnerships and reward programmes supporting retention and reactivation; integrated community support and CRM processes and built scalable moderation systems.
- Acted as a bridge between users and product teams, turning community behaviour and feedback into platform insight.

Head of Community / Product Owner / Head of Digital Marketing · Plotagon

2013 – 2019

- Created and scaled the global community around a new participatory storytelling product from 32 early users to almost 900,000, building onboarding, engagement, moderation, brand voice and international campaigns.
- Held overlapping product and marketing leadership roles, including Product Owner for Plotagon Story and Head of Digital Marketing, connecting product development, user insight, paid and organic acquisition and creative communication.
- Earlier served as CMO, creating the marketing strategy, recruiting the marketing function and leading international launch activity across PR, social, digital and events.

ADDITIONAL

Co-Founder, Creative Director · Thespian AB

May 2025 – Jul 2026

- Developed an early-stage creative concept exploring how AI-assisted tools can support human storytelling, performance and visual expression; responsible for product concept, creative direction and experimentation.

Co-Founder & Community Builder · Klassförälder.nu

Nov 2018 – Aug 2020

- Co-created a community and fundraising concept for school classes built around custom-made cookbooks.

Art Director / Digital Specialist · Agency and freelance career

1995 – 2013

- Digital and creative roles spanning OgilvyOne, Grey Interactive, Almén Direkt, AGoodId and freelance work for brands including DHL, Cisco, Nokia, Electrolux, SAS, Ericsson, Scania and Sony Ericsson.
- UX/UI design consultant for DICE / Electronic Arts on Battlefield 2; extensive experience across digital campaigns, interface design, mobile, film, art direction and cross-platform creative strategy.

CAPABILITIES

Marketing & growth: product marketing, digital marketing, organic acquisition, paid social, campaign development, audience segmentation, activation, retention, onboarding, analytics, A/B testing

Community & product: community strategy, creator and UGC ecosystems, user research, Voice of Customer, feedback systems, moderation, trust & safety, ambassador and founder programmes

Content & creative: writing, brand voice, creative direction, art direction, social content, video, UX/UI, Adobe Creative Suite, Figma

Platforms & technology: Reddit, Discord, social platforms, generative AI, agentic AI, emerging AI workflows

EDUCATION

Berghs School of Communication — Art Director, Design, Typography & Layout (1997–1998)

RECOGNITION

Red Dot Award (2015) · SIIA CODiE Award, Most Innovative (2018) · Fast Company Innovation By Design Awards, Finalist

LANGUAGES

Swedish — Native/Bilingual · English — Native/Bilingual · German — Limited working · Spanish — Elementary