

CV Sofia Maxe



Phone no: 0730 746481

E-mail: sofia@planetmaxe.com

In 2010, I began my SharePoint-career when I was handpicked for a collaboration and document management project. Since then, I have deeply engaged with both SharePoint and its evolution into Microsoft 365, closely following its successes and rapid development with great interest.

What I enjoy most is identifying and meeting clients' needs for smart, user-friendly, and effective solutions within the framework of the platform and its ecosystem. Being able to meet them where they are in their digital transformation journey and tailor my approach accordingly is a key aspect of my work.

I am skilled at communicating, collaborating, and leading projects through all phases—from analysis and architecture to development and deployment.

Work related Qualifications:

- **Expertise in Microsoft 365:** Extensive knowledge in the configuration and management of Microsoft 365 services.
- **Requirements Management:** Proven experience in effectively managing and transforming customer requirements into practical solutions.
- **Technical Communication:** Ability to convey technical concepts and processes clearly and in a business-oriented manner.
- **Collaboration:** Experience in successfully working in and leading cross-functional teams.
- **Customer Relations:** Expertise in building and maintaining strong customer relationships through effective communication and service.

Personal Qualifications:

- **Problem Solving:** Creative in identifying and solving problems with innovative and out-of-the-box solutions.
- **Communication Skills:** Excellent ability to present and convey ideas in an engaging manner.
- **Drive:** Strong focus on results and a drive to consistently achieve and exceed goals.
- **Learning Ability:** Responsive and quick to acquire new knowledge, with a capacity for continual development.
- **Team Spirit:** Ability to inspire and motivate team members, enhance collaboration, and contribute to a positive work environment.

Project Experience

Geely Europe Innovation and Collaboration AB (2024-10-01 -)

As a Microsoft 365 specialist, I was involved in the work on the existing SharePoint Online intranet by adding an additional hub site, designed to promote collaboration and transparency throughout the organization. The project involved a comprehensive facelift of the intranet to enhance user engagement, aesthetics, and accessibility, ultimately fostering a stronger sense of team spirit and organizational cohesion.

Tasks included consulting, planning architecture, creating, and moving content. Creating and expanding content types, list views, and audience targeting. Utilized Power Automate to facilitate content migration and later also to create automated workflow processes integrated with Teams and Outlook.

SharePoint Online, SharePoint Modern UI, Viva Engage, Power Automate, Viva Connections, Document Management, Content Management, Intranet

Gryning Vård AB (2024-05-01 -)

A project to design and deploy a self-sustaining SharePoint Online intranet. This initiative aims to empower the employees by providing an intuitive, user-friendly platform that integrates essential tools like news updates, calendars, unit-specific pages, governing documents, and a chat forum. The objective is to maximize the utility of the organizations Microsoft licenses and enhance collaboration.

In my role as a part-time **SharePoint expert**, I am committed to transforming the customers intranet into a vital resource that is not only attractive and easy to use but also accessible around the clock on any device. My responsibilities extend beyond setup; I provide strategic guidance and advocate for solutions that ensure scalability and simplicity, laying a foundation for future growth and innovation. PowerShell scripts have been used to create themes, organization-wide folders, and create content.

SharePoint Online, Viva Engage, Document Management, PowerShell, Content Management, Intranet, Project Website

Geely Europe Innovation and Collaboration AB (2022-06-01 – 2023-12-31)

The **Microsoft 365 Specialist** role focuses on requirements management, consultation, pre-sale activities, packaging of IT products and services, governance, and configuration of Microsoft 365 services with a specific focus on collaboration. The role will be the face of the company to clients and work closely with all teams to ensure that customers receive the best solution for their needs.

The role will play a vital role in strengthening customer relationships and delivering tailored Microsoft 365 solutions. The experience and understanding of the Geely culture, the technical expertise and ability to communicate complex information in a comprehensive way will be crucial to success.

Requirements Management:

- Gather and analyze customer requirements and preferences for Microsoft 365 services with a focus on collaboration tools.
- Design solutions and concepts based on the customer's specific needs.

Consultation:

- Serve as an advisor and expert within the Microsoft 365 ecosystem for both internal teams and clients.
- Provide expert guidance and recommendations to optimize Microsoft 365 usage.

- Be of support in implementing new services and solutions.

Pre-sale Activities:

- Support the sales department by participating in pre-sale activities such as presentations, workshops, and demo sessions.
- Develop and present clear, compelling and reusable offers and solutions to potential clients.

Configuration of Microsoft 365 Services:

- Configuring and implementing Microsoft 365 services, mainly collaboration tools.
- Migration of SharePoint OnPrem team- and collaboration sites to SharePoint Online/Teams
- Ensure that the configuration is optimized for the best performance and user experience.

Knowledge Management, Content Management, ITSM, Office 365, Microsoft 365, Microsoft Teams, Live Events, OneDrive, SharePoint Online, SharePoint onprem, PowerShell, ShareGate, JIRA, SCRUM, KANBAN, Azure, ServiceNow, DevOps, co-pilot, Viva Suite, Power Platform

China Euro Vehicle Technology (2019-01-14 – 2022-05-31)

As a **Knowledge and Support Coordinator**, Sofia plays a key role in the organization's focus on Microsoft 365. She is, among other things, responsible for Knowledge Management within the collaboration team and for providing relevant support in the work of structuring information within a new knowledge base available to everyone.

The role also includes:

- Gathering and analyzing customer requirements and preferences for Microsoft 365 services with a focus on collaboration tools.
- Designing solutions and concepts based on the customer's specific needs.
- Acting as an advisor and expert within the Microsoft 365 ecosystem for both internal teams and customers.
- Providing expert guidance and recommendations to optimize the use of Microsoft 365.
- Assisting with the implementation of new services and solutions.
- Supporting the sales department by participating in pre-sale activities such as presentations, workshops, and demo sessions.
- Developing and presenting clear, convincing, and reusable offers and solutions for potential customers.
- Configuring and implementing Microsoft 365 services, primarily collaboration tools.
- Migration of SharePoint OnPrem team- and collaboration sites to SharePoint Online/Teams
- Ensuring configurations are optimized for best performance and user experience.
- Producing and coordinating materials for an educational portal (Microsoft Learning Pathways).
- Communicating through intranet news with super-users and end-users as the target audience.
- Supporting the implementation of an ITIL Knowledge Management process and a new ITSM tool.
- Acting as 3rd line support and coordinating the work between teams in the support department.
- Coordinating Knowledge Management and training efforts for Collaboration Services applications, focusing on Microsoft 365 where priority services are Microsoft Teams, OneDrive, Viva Suite, and SharePoint Online.
- As a training coordinator, being responsible for managing, designing, developing, coordinating, and following up on training efforts, including communication with managers to identify training needs for new Microsoft 365 services as well as existing tools in SharePoint onprem.
- Testing new, as well as updated, applications in the Microsoft 365 tenant.
- Establishment of security policies in Defender and information protection policies in Purview connected to sensitivity labels.
- Governance and strategy for the organization's general management of Microsoft 365.
- Following Microsoft's FastTrack strategy for implementations.
- Working agilely in Atlassian JIRA according to the SCRUM and KANBAN project methodologies, and more recently Azure DevOps.
- Owning, moderating, and coordinating an internal Viva Engage community with the aim of achieving self-service and user-to-user forums.
- Keeping generally updated on news within Microsoft 365 and forwarding the right information to the right part of the organization, with a special focus on automation and AI.
- Acting as support during the production of Town Halls in Microsoft Teams, such as all-company meetings and manager meetings broadcasted live.
- Support implementing Information Protection focusing on Sensitivity Labels.

Knowledge Management, Content Management, ITSM, Office 365, Microsoft 365, Microsoft Teams, Live Events, OneDrive, SharePoint Online, SharePoint onprem, PowerShell, ShareGate, JIRA, SCRUM, KANBAN, Azure, ServiceNow, Information Protection, Sensitivity Labels, Document Management, Microsoft Purview

Trafikverket – Business Analyst (2018-02-01 - 2018-12-21)

The agency is implementing a new internal ordering portal to facilitate employees in ordering work-related goods, hardware and services, as well as to improve the management of order flows and product life cycles. The focus is on user-friendliness and it is the first of its kind at a Swedish authority.

*In preparation for the rollout of a new internal ordering portal, Sofia is working as a **Business Analyst** with quality assurance, requirements gathering, training of editors, and the development of training materials. Towards the end of the project, she also takes part in testing and test coordination.*

EpiServer, EpiServer Find, EpiServer Commerce, Content Management, Camtasia Studio, Business-to-Business, E-commerce

Statkraft AS - External webb Governance (2016-2018)

We provide all further development, training, upgrades, and support for Statkraft's international external website. It is currently built in EpiServer 9 and uses Google Analytics.

Sofia has worked with management, requirement analysis, testing, content management, and training in EpiServer and SharePoint 2013.

EpiServer, SharePoint 2013, Jira, ServiceNow, TFS

Statkraft AS - Intranet – Business Analyst (2014-2018)

Knowit has been commissioned to develop a new intranet for Statkraft, which is closely integrated between EpiServer/SharePoint 2013 and ViaWorks as a search engine.

The solution was built entirely from scratch with Statkraft's goal being high user-friendliness and functionality on mobile devices, tablets and PCs.

Knowit began the project by developing a well-thought-out information architecture for the Intranet. This was intended to be comprehensive and in line with the project's objectives. The Intranet was designed to function as an efficient work tool and a platform for culture building, encompassing knowledge sharing, information, and self-service.

To ensure a uniform user interface and consistent graphic design, Knowit was tasked with creating guidelines that define the various parts of the intranet.

*Sofia contributed as a **Business Analyst** to develop a stable concept, brainstorm functionality and ideas with the team and client, and to support the client's internal processes. She also handled support for both super-users and end-users, managing both SharePoint and EpiServer functionalities.*

Her areas of expertise include EpiServer, requirement formulation, sprint testing, SharePoint Designer, requirements work, and configuration of SharePoint Online environments, as well as coaching in content management including taxonomy, SharePoint 2013, and document management.

Arctic Paper (2018-2018)

Migration of content and structure on a public website in conjunction with a reorganization.

Work involved coordination and execution of tasks related to the manual migration of text, images, and files from test to production in an older version of EpiServer.

EpiServer, Content Management.

Trafikverket – Business Analyst (2018-2018)

The final product is a digital forum for all (4,000) employees at the agency, where they can share experiences and discuss them digitally across operational boundaries.

In the development of the final product, the ambition has been to create a forum as simple yet functional as possible using the existing technical platform.

*In this project, Sofia worked as a **Business Analyst** with the task of analyzing and refining the business's requirements for a community site in SharePoint 2013. She had a significant responsibility for configuring the solution and training users through videos - from concept to finished informational film in Camtasia Studio.*

In a very short time, a well-functioning, user-friendly, and popular community was delivered, which is used daily by the entire agency.

Sofia worked throughout the year (2018) on support and further development of the final product.

Requirement Formulation, Analysis of Business Requirements, Functional Requirements, SharePoint, Camtasia Studio.

Yara - New website – Content Manager (2017-2018)

Yara faced the challenge of enhancing its online presence, both on its international websites and on its 50 organizational websites. The solution was designed to showcase Yara's operations and their products to customers and other target groups in over 160 countries.

Yara chose Knowit as the total supplier for this task. The project included responsive and user-centered design, information architecture, universal design, technical architecture, migration from the previous solution in SDL Tridion, and search engine optimization.

The new websites were developed in EpiServer CMS and EpiServer Find.

Sofia worked on coordinating, planning, and executing the migration of content and structure for the new yara.com and yara.co.uk.

EpiServer, Migration, Content management

Knowit.se - Campaign: Take on Tomorrow (2017-2018)

Knowit Experience sends out the newsletter "Take on Tomorrow" quarterly to existing customers, conveying important perspectives on efficiency, growth, and innovation.

The newsletter is configured and administered in the cloud service Hubspot and links to articles in EpiServer.

Sofia is responsible for quarterly assembling, modifying, and sending out the newsletter in Hubspot to nurture existing customers of Knowit Experience.

EpiServer, Copywriting, Content management, HubSpot

GDPR awareness (2017-2017)

The EU's new law, GDPR, necessitates a large number of essential activities for the company and the group. The internal project has resulted in a road map, checklists for various roles, and a mapping of activities and agreements with existing customers.

Sofia has been involved in taking part in the work performed at the group level and adapting it for the company. She has conducted several training sessions on GDPR for colleagues and has brought attention to the issues where needed.

GDPR, Training, IT Security

Statkraft Peru external website – Content Manager (2017-2017)

The delivery of a new portal for Statkraft Peru required training for editors.

Sofia planned and conducted a training session to go through the portal's features.

EpiServer, CMS

KappAhl (2017-2017)

Sofia's assignment involved analyzing the existing working methods of the editors by sitting with them for a few hours and then providing feedback on how to make the work more efficient by utilizing more existing features in Episerver CMS, such as Projects and Episerver UCG (User Generated Content) by Stackla, as well as introducing A/B testing.

EpiServer CMS, EpiServer UCG, A/B-testing, Content Management

Räddningstjänsten Storgöteborg - Extern Web and Intranet (2017-2017)

A shared platform for internal and external communication for Räddningstjänsten Storgöteborg, with integrations to external systems such as the incident reporting system Daedalos.

Sofia's focus at this administrative client was editorial assistance with content and structure for a new intranet in EpiServer.

EpiServer, Content strategy, Content management

Total Produce – Business Analyst (2017-2017)

In preparation for the launch of Office 365, a requirement analysis must be conducted to understand how Office 365 should be utilized.

*To ensure the best possible potential of Office 365 is achieved, Sofia, as a **Business Analyst**, has delivered workshops to enhance understanding of the service and how the customer can best utilize its full potential.*

Content analysis, Office 365, SharePoint Online, Document management

Capio group – Business Analyst (2016-2017)

Capio Group is a major player in the global healthcare market. They have an intranet built on SharePoint 2016 on-premises.

Support and requirements gathering for the existing solution are mapped against out-of-the-box SharePoint functionality.

SharePoint 2016

Andra AP-fonden - IG-project (2016-2017)

Collecting requirements, transitioning their manual processes to digital by establishing and implementing workflows in their existing Intranet in SharePoint 2013.

Sofia's work has involved the client's existing solution in SharePoint 2013. She has trained users in the platform with a focus on document management and taxonomy. Sofia's role has also included business support with guidance on how to best work with SharePoint's and the Office suite's standard functionality to maintain a future-proof intranet.

SharePoint, **Business Analysis**, Office 365, SharePoint 2013, document management, taxonomy

Knowit - Knowitgroup.com (2016-2017)

Knowitgroup.com

Editorial work in EpiServer, involving the rewriting of existing texts and translation to refresh the tone of the texts. Also includes work with video, images and design.

EpiServer CMS, Content management

Folktandvården Skåne (2016-2017)

Aiming towards the goal of "SharePoint first," a pilot project for document management in Office 365 was initiated.

The development of the document management prototype was conducted by educating the client in Office 365 to gather as accurate requirements as possible. The configuration of the prototype occurred simultaneously with agile requirements gathering. The prototype is based on standard functionality in SharePoint. Included features are, among others, content types with templates and quick parts, collection libraries with rule-driven redirection of documents, central archives, and workflows.

Office 365, SharePoint Online, document management, taxonomy, configuration

Framtidskoncernen – Business Analyst (2015-2015)

The client wanted a new group-wide collaboration platform for more efficient daily work within and between companies.

Sofia focused on training and workshops as part of the requirements work. Together with the client, she analyzed requirements based on existing solutions in SharePoint Online.

The primary focus was on training editors and super users.

Office 365, SharePoint Online

Eldon – Business Analyst (2014-2015)

The client desired a new corporate-wide collaboration platform to enable more efficient everyday work within and between companies.

Sofia concentrated on education and workshops as a part of the requirements work. Together with the client, she analyzed requirements based on existing solutions in SharePoint Online. She was also involved in the creation of an informational film, from concept to final product.

Analysis of business requirements, Office 365, SharePoint, Camtasia Studio

Göteborgs Hamn - SharePoint-specialist (2014-2015)

The assignment involves working with the client to develop a document management system within a clearly defined scope, with an overarching vision in mind. The solution will act as a proof-of-concept for potential implementation across the entire organization. The assignment consists of analysis and implementation, with the greatest emphasis on the analysis phase.

Requirements analysis, Office 365, SharePoint Online, document management

Göteborg Stads Parkering AB – Business Analyst, Product Owner and Educator (2014-2014)

Create a user-friendly and functional intranet based on SharePoint 2013, with a strong focus on digital information (news, announcements, manuals, etc.), documents, case management, and archive/registry.

Worked on communicating requirements, functionality, and benefits between the client and the development team. Also conducted training sessions for end-users.

SharePoint

Latour - SharePoint-specialist (2014-2014)

The assignment consists of a workshop focused on content management for the company's documents.

It is a short assignment involving the configuration of the existing SharePoint Online environment and coaching in content management, including taxonomy.

SharePoint Online, information architecture

Länsstyrelserna - Team member and Educator (2013-2013)

The vision for the new joint intranet of the County Administrative Boards is to be an efficient work tool where one can quickly find what is needed, areas for networking and collaboration, and a common technical platform that enables the sharing of information between the county boards. The intranet consists of 21 local websites for each county, five support websites, and collaboration spaces.

Sofia worked as one of two project managers, primarily focused on requirement capture to ensure that the client built as much as possible on built-in standard functions. She also worked on developing a common taxonomy and an initial impact mapping. Additionally, she was responsible for the educational setup in the project, which involved creating a brand-new intranet designed to encourage collaboration among the various county boards. The trainings were divided into three parts; onsite training at multiple locations, supplementary online training via Skype, and training through instructional videos.

SharePoint 2010, project management, education, requirements management, Camtasia Studio

Energimyndigheten - SharePoint-specialist (2013-2013)

Requirement capture combined with training in a workshop for superusers with the theme "Why SharePoint?" to demonstrate the advantages of SharePoint 2010 as a collaboration platform for future intranet projects. The client is convinced to invest in SharePoint as the future collaboration platform.

SharePoint

B&B Tools – Educator and content manager (2012-2013)

The assignment involves developing a robust information structure in an existing intranet based on SharePoint 2007. The introduction of the new intranet will facilitate collaboration across traditional organizational layers, and with foundational training, the client can set more clear and relevant requirements for future SharePoint solutions.

Sofia acted as a trainer for parts of the organization.

SharePoint, education

SAAB Group – System developer (2012-2012)

The assignment consisted of developing a part of Saab's Intranet.

SharePoint

Chalmers - Technical Support, Content Manager and Educator (2012-2012)

The assignment involved implementing a completely new look and feel for both an internal portal for students and a public web in SharePoint. Worked closely with superusers on content management and configuration. Also responsible for an extensive training program for superusers as well as end-users.

By introducing a more visually appealing intranet, the motivation and engagement of employees, as well as existing and future students, were enhanced.

SharePoint, content management

Work Experience

- Self-employed – IT-consultant (2019-)
- Knowit Experience Göteborg AB – IT-consultant (2012 - 2018)
- Sogeti Sverige AB - SharePoint-consultant with focus on content management (2010 - 2012)
- Adigo Solutions AB – Business Intelligence (QlikView) -consultant (2009 - 2010)
- Nordea AB – Technical Support (2007 - 2008)
- TeliaSonera AB – Technical Support (2005 - 2006)

Education/courses

- Career Essentials in Generative AI by Microsoft and LinkedIn (Cert) (2024)
- Career Essentials in Sustainable Tech by Microsoft and LinkedIn (Cert) (2024)
- Microsoft Loop First Look (Cert) (2023)
- Wordpress for Beginners - Master Wordpress Quickly, Udemy Inc (2017)
- InRiver PIM - Business Consultant (Cert) (2017)
- Google Analytics for Beginners (Cert) (2017)
- Efficient requirements capture (2016)
- Microsoft Partner Network Presales Technical Specialist Competency Assessment for Collaboration and Content Management (Cert) (2014)
- SCRUM Product Owner (Cert) (2012)
- SharePoint 2010 Configuring (2011)
- SharePoint 2010 Developing (2011)
- Grundläggande IT-säkerhet 7,5 hp (2009)
- QlikView Professional (2009)
- Systemvetenskap, 120 hp - IT-universitet i Göteborg (2006-2009)

Languages

- English: Fluent
- Swedish: Mother's tongue