

Visit my website shayanparsai.com

Hi, I'm Shayan Parsai

Senior Growth Expert | Entrepreneur

I have spent the last five years growing businesses, both my own and my clients'. What gets me going is seeing the money we put into marketing come back as paying customers.

HowdyDance, sold in 2024 Built → Grew → Exited**6.2k USD**revenue per month
from my courses**26**websites, stores and course
platforms I have built and launched

About me

I'm an entrepreneur at heart. Since 2021 I have started seven businesses and sold two of them, and today I run three online course platforms next to my job as Digital Growth Specialist at Pigment, a digital agency in Sweden. I do the whole chain myself, from the ads and the tracking to the SEO and the website, so I know from experience what works and what just burns money.

The main reason I'm looking for something new is simple: there is no longer room for me to grow in my current role, and I want to keep moving forward. I only take roles where I can keep developing and take on more responsibility. I also know my place: I never ask for more than I bring. If an agency hires me, it should earn at least twice what I cost.

How I work



Entrepreneur

I think like an owner, because I have been one. Every campaign has to pay for itself, and I treat a client's budget the way I treat my own money.



Commission is a must

I only take on work that includes commission or another share of the results. It is what makes me go the extra mile for every client, and it is a must for me.



Flexible hours

I plan my days around what the work needs, and evenings or weekends are normal for me when a launch or a campaign needs attention. I work best where results matter more than the clock.



Remote from Gothenburg, open to relocating. I work remotely from Gothenburg today. If the role needs it, I'm flexible and happy to relocate to a new country.

Work experience

Sep 2025 – now	Digital Growth Specialist Pigment AB, Stockholm and Gothenburg SEO, Google Ads, social media, websites and e-commerce for many clients, plus new business.	CURRENT
Sep 2026 – now	Co-founder and developer LSS Utbildning Online course for personal assistants, with an admin panel for their employers.	CURRENT
Sep 2026 – now	Co-founder and course developer Medborgarskapskursen Course for Sweden's new citizenship test, in Swedish and English.	CURRENT
Jan 2025 – now	Founder and course developer YK Kurser Exam courses for Swedish transport licences, plus transport manager consulting.	CURRENT
Apr 2023 – now	Founder Znoff AB Consulting in tracking (GTM, GA4, Looker Studio), design and digital growth.	CURRENT
Mar – Aug 2025	SEO Specialist Våning 18 AB, Gothenburg Around 20 clients at a leading Swedish SEO and Google Ads agency.	ENDED
Oct 2024 – Jun 2025	Co-founder and business developer Swefleet AB, Gothenburg Removal company built from zero: website, marketing and daily operations.	SOLD
Jul 2023 – Mar 2025	Founder and agency owner Webfixer My own agency for web development, SEO and SEM.	CLOSED
Apr 2022 – Dec 2024	Founder, CEO and marketing manager HowdyDance Shopify business scaled with Google Ads, TikTok and Instagram to 1.7M SEK.	SOLD
Apr 2021 – Apr 2023	Marketing specialist, part-time Ekonomico AB Built the accounting firm's digital brand and website. 150+ clients today.	ENDED

Education

Vocational degree, DevSecOps

KYH · 2024–2026

Security built into every stage of development:
C#, SQL, virtualization, containers, CI/CD
pipelines and vulnerability scanning.

Vocational degree, Internet of Things

KYH · 2019–2021

Embedded systems, sensors, networking and cloud
connectivity for devices that collect real-world data.

Selected work



YK Kurser

Founder · 2025 – now

ykkurser.se · ykgods.se · yktaxi.se · ykbuss.se

My own company. Online courses for the Swedish transport licence exam in goods, taxi and bus, plus dangerous goods courses and consulting for transport managers. I wrote every course, built the four sites with checkout and a student portal, and I run the SEO, Google Ads and ChatGPT Ads myself.

~1,800 USD

revenue per month

24

Google top-10 keywords (ykgods.se)

100

pages across four sites

React · Node.js · Stripe · SEO · Google Ads · ChatGPT Ads · Full tracking setup (GA4, GTM, GSC, Looker)



LSS Utbildning

Co-founder · 2026

lssutbildning.se

An introduction course that prepares new personal assistants in Sweden for the job. Care companies and municipalities sign up their staff in an admin panel and can follow who has finished. I wrote the course, built the site and the portal, and I handle the SEO and SEM.

~2,100 USD

revenue per month

33 lessons

and 80 exam questions

85

pages on the site

Astro · Supabase · Stripe · Vercel · SEO · SEM · Full tracking setup (GA4, GTM, GSC, Looker)



Medborgarskapskursen

Co-founder · 2026

medborgarskapskursen.se

Since 2026, anyone applying for Swedish citizenship has to pass a civics test. Our course prepares them in Swedish and English, with practice questions and a timed mock test. I wrote the content, built the site and the web portal, and I look after the SEO.

~2,300 USD

revenue per month

750+

pages on the site

2

languages

Astro · Supabase · Stripe · SEO · Full tracking setup (GA4, GTM, GSC, Looker)



HowdyDance

Founder and CEO · 2022–2024

Sold in December 2024

African dance greetings: personal videos for birthdays and other occasions, performed by a team of dancers in Zambia and sent to customers all over the world. I built the Shopify store from nothing, grew it with Google Ads, TikTok and Instagram, and ran it until I sold the company and its rights.

70,000 USD

sale price

1.7M SEK

total revenue, about 177k USD

1,000+ kg

food donated to local families

Shopify · Google Ads · TikTok Ads · Instagram Ads



Ekonomico

ekonomico.se

Marketing 2021–2023 · new site 2026

An accounting firm in Gothenburg where I built the digital brand from the ground up: the first website and a plan to win and keep clients. In 2026 I came back and built their new site in Astro.

150+

clients at the firm today

91

pages on the new site

Astro · WordPress · Local SEO · Brand · Full tracking setup (GA4, GTM, GSC, Looker)



Yrkestrafiktilståndet

yrkestrafiktilstandet.se

Web and SEO · 2026

Consulting for Swedish haulage and bus companies that need a transport manager. I built the new site with a new logo and images, made it to rank for "trafikansvarig konsult", and built a portal where the client's team handles incoming quote requests.

17

pages, live since September 2026

1 day

from brief to live site

Astro · SEO · Higgsfield · Client portal · Full tracking setup (GA4, GTM, GSC, Looker)



Swefleet

swefleet.se

Web and SEO · 2026

A Gothenburg company that runs "Rusta och matcha", the Swedish Public Employment Service's programme that helps job seekers into work. Their old WordPress site ranked poorly, so I replaced it with a fast new site, a refreshed logo and new images.

17

pages, live since September 2026

1 day

from brief to live site

Astro · SEO · Higgsfield · Full tracking setup (GA4, GTM, GSC, Looker)



ATC Tests

atctests.com

Own project · 2026

A free English training site for people applying to become air traffic controllers, with a radar simulator, practice tests and guides. I built it to see how far a genuinely useful free tool can rank internationally.

15

practice tests

6

guides in English

JavaScript · Game logic · International SEO

My toolbox



Paid media (SEM)

Campaign structure, bidding, audiences, ad copy and budgets. I have spent my own money on ads, so every krona and dollar has to earn its place.

Google Ads · Meta and Instagram · TikTok · ChatGPT Ads



SEO and AI search

Technical SEO, keyword research, content and local SEO, plus visibility in AI answers from ChatGPT and Google's AI overviews.

Screaming Frog · SE Ranking · Search Console



Tracking and analytics

Measurement you can trust: consent-aware tags, conversion pixels and server-side events, with reports that show what actually makes money.

GTM · GA4 · Consent Mode v2 · Cookiebot · Looker Studio



Web and product

Fast websites, online stores and full platforms with logins and payments. I build them and deploy them myself on Vercel or Hostinger.

Astro · React · Node.js · Supabase · Stripe · Shopify · WordPress · Vercel · Hostinger



UI, UX and design

I start with how people actually move through a page: user flows, wireframes and landing pages built to convert. I also do the brand side, from logos and colours to complete site designs, and I check what I design against the real numbers afterwards.

Figma · UX flows · Landing pages · Logos



AI and automation

I build with Claude Code and AI agents, connect them to my tools through MCP servers, and make images and video with Higgsfield. It lets me ship in days what used to take weeks.

Claude Code · AI agents · MCP · Higgsfield



Social media

Organic content and paid social. I scaled HowdyDance on TikTok and Instagram and write LinkedIn content about growth and marketing.

TikTok · Instagram · LinkedIn



Business

Starting, running and selling companies, partnerships and bringing in new clients. I know what a result is worth to the person paying for it.

Entrepreneurship · Partnerships · Sales · Consulting

Let's talk

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