

# EXPERIENCE

## **VISIBLE CONSULTING**

*CONSULTING - ongoing  
2024*

I provide consulting support for web and digital marketing projects, helping businesses improve their UX/UI and CRM strategies. I enjoy creating engaging content, managing campaigns, and finding ways to make their digital presence more effective and user-friendly.

## **CRM MANAGER**

*tombola.se  
Januari 2022- Juli 2023*

I was responsible for CRM strategy and planning for Sweden, where I analyzed game data to optimize campaigns and improve customer engagement. I also planned and executed bingo events and conducted competitor analysis to keep the company competitive. In addition to this, I created copy for blog posts, emails, and Meta posts. I built our presence on Meta by organizing events, competitions, and increasing likes and followers. Furthermore, I was responsible for email marketing targeting various customer segments.

## **DIGITAL MARKETING ASSOCIATE NORDEN**

*Croda Nordica - Consulting assignments  
April 2021- September 2021*

During a short-term assignment through Academic Work, I worked on lead generation and managed email marketing targeted at specific audiences. I was also responsible for the company's presence on LinkedIn, organized and conducted webinars, and collaborated with international teams to ensure coordination and successful campaigns.

## **INFORMATION SÄRKITEKT**

*E.ON - Consulting assignments  
December 2019- Mars 2021*

In my first assignment as a consultant for Academic Work, I structured the information flow to create an easy-to-understand customer journey for both new and existing clients. I conducted competitor analysis and performed A/B testing using Google Optimize to enhance the customer experience. I analyzed the results of these tests to ensure we were delivering the best possible experience. I also focused on user experience (UX) and collaborated with SEO specialists to combine effective structuring with search engine optimization.

# EDUCATION

## Digital Content Designer

*Medie Institutet Malmö  
18 August - Ongoing*

This program teaches visual design and communication for digital platforms and channels, focusing on creating, producing, and communicating content across digital media, including motion graphics, video, text, and interactive design. It covers responsive web and mobile design, app design for iOS and Android, graphic design principles, typography, color theory, and layout. The program emphasizes user-centered, data-driven design and UX, adapting content for audiences and platforms. Hands-on training includes tools such as Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Figma, and the latest AI-assisted design tools

## PHOTOSHOP

*Svensk finska folkhögskolan - Distans  
28 januari - 2025 - 8 maj - 2025*

Photoshop training at the Swedish-Finnish folkhögskola, where I am developing skills in image editing, graphic design, and digital creation. I am passionate about creating inspiring communication and always curious about new market trends.

## UX AND USER-CENTERED DESIGN

*IT- Högskolan - Göteborg - Distans  
7 Oktober - 2024 - 8 December 2024*

I have completed a program in UX and user-centered design, where I developed the essential knowledge and skills to tackle advanced projects. During the program, I gained expertise in conducting user research, creating user journeys, designing interfaces, and testing solutions to ensure they meet users' needs.

This education has equipped me with the skills required to work as a UX designer, UI designer, or product designer, enabling me to contribute user-friendly and effective solutions that address both business and user needs.

## DIGITAL MARKETING & SALES ANALYTICS

*IHM Business School 2016-2018*

During my studies, I delved deeply into areas such as SEO, web analytics, advertising, testing, and reporting. I've gained a solid foundation and understand the importance of creativity in digital presence. This has sparked a strong interest in keeping up with the latest digital trends. The education was combined with project-based internships at companies, which resulted in essays and practical knowledge. During this time, I also became a mother while completing my education, and only took maternity leave after graduation.

# SKILLS

- Access
- Adobe Illustartor
- Adobe Photoshop
- AEM
- B2B
- B2C
- Canva
- Creator Studio
- Dotdigital
- Elementer
- Facebook (Meta)
- Figma
- Google Analytics

- Instagram
- Jira
- LinkedIn Campaign Manager
- MailChimp
- Microsoft Office
- Movable ink
- Movex
- Pinterest
- Sap C4C (cloud for customers)
- SEO
- tableau
- Umbraco
- Wordpress