

Creative and versatile copywriter with a journalism background and 15+ years of experience across a multitude of industries, crafting compelling copy for a range of household brands. I bring people, products, places, and processes to life.

## EXPERIENCE

### 2022 FREELANCE COPYWRITER

–  
2026 Comprend (formerly Nordic Morning)

*Creative marketing agency and long-term partner of L'Oréal (YSL Beauty, Prada Beauty, Lancôme, Maybelline, NYX Professional Makeup, Kérastase, Redken, essie and more.)*

- Developed copy and messaging frameworks for 360° campaigns across all social platforms, paid media, editorial, OOH, landing pages, and TVCs for the L'Oréal luxury and consumer beauty portfolio.
- Interpreted global campaign concepts and client briefs together with Art Directors, adapting messaging and storytelling for the Nordic markets while ensuring consistency across all touchpoints.
- Contributed to concept development and campaign ideation, including pitches and localized productions, working closely with the clients.
- Optimized workflows by creating templates and processes adopted by the entire creative team.

### 2020 FREELANCE COPYWRITER, EDITOR & TRANSLATOR

–  
now

*I write for industries including travel, fashion, lifestyle, beauty, music, and women's health. Some past clients include Nestlé, Toile Blanche boutique hotel, Netflix and Gabor.*

- Writing copy in English and Swedish, including OOH, landing pages, product descriptions, blog posts, bios, newsletters, features, reviews, social ads, sales copy, and website content.
- Offering transcreation/localization services.

### 2015 CONTENT MARKETING MANAGER

–  
2020 Holidaypirates, (UK market) Berlin

*Travel company and BTA Silver winner catering to more than 10 million Facebook followers.*

- Researched and sourced new travel deals and affiliate partnerships daily, contributing to award-winning campaigns.
- Crafted engaging hotel and destination blog posts, selecting images to maximize reader appeal and engagement.
- Managed daily deal postings on Facebook, driving traffic and boosting audience interaction.
- Developed SEO-optimized landing pages on broader travel topics, increasing visibility and user engagement.

### 2018 FREELANCE LOCALIZATION EDITOR

–  
2019

*GetYourGuide, Berlin*  
*Provider of customized tours and tickets to top attractions across the world.*

- Worked as translator/transcreator localizing English and Norwegian content into Swedish for the Swedish market.

**2017 FREELANCE COPYWRITER**

— Secret Escapes, London

**2019***British travel website specialising in hand-picked luxury hotels and boutique holidays.*

- Conducted market research on luxury hotels and holidays.
- Wrote engaging sales copy to market boutique hotel offers to the Swedish audience.

**2014 CHIEF EDITOR & COPYWRITER**

— Bonaverde Coffee, Berlin

**2015***Tech start-up connecting coffee farmers and consumers via Direct Trade.*

- Developed the brand's tone of voice working closely together with designers.
- Crafted all copy for web/print.
- Conceptualised marketing material and designed newsletters in MailChimp.
- Managed online magazine, researching and writing articles and blog posts.
- Created organic content for Facebook.

**2012 ASSISTANT MANAGER & PR**

— Anglo Management, London

**2013***Artist management company with over 30 years in the music industry. Clients include Pete Tong, Madness and Fatboy Slim, agencies include CAA.*

- Liaised with promoters in securing press coverage and coordinated campaigns around tours.
- Wrote press releases, marketing material and designed newsletters and banners.
- Managed social media accounts and worked with clients to develop their brands.
- Identified and pitched artists to brands and companies for potential collaborations
- Worked out travel logistics and compiled artists' tour itineraries.

**2011 PR & SOCIAL MEDIA MANAGER**

— air london, London

**2012***Booking agency, event promoter and record label with a roster consisting of 12 artists.*

- Secured and coordinated press between artists and press agencies.
- Delivered all print/online copy, eg. website content, bios and PR releases.
- Managed clients' social media and looked into new strategies.

**2010 STAFF WRITER & ONLINE EDITOR**

— Mixmag, London

**2011***World leading electronic music magazine and clubbing brand.*

- Pitched/wrote features, album and event reviews for the magazine.
- Worked as online editor producing news articles and content in WordPress.
- Headed up communication between the magazine, PR agencies and record labels.
- Ensured that freelancers met print deadlines.
- In charge of artist liaison at our monthly events.

**EDUCATION****2021 UX Design Certificate**

CareerFoundry, Berlin

**2010 INTRO TO INDESIGN**

Apple Training Centre, London

**2007 1st CLASS BA (Hons) JOURNALISM**— LCC — University of the Arts, London  
**2010****2000 SOCIAL SCIENCE PROGRAM**— Herrgårdsgymnasiet, Säfte  
**2003**