



CECILIA BÖRJESON

COPYWRITER, JOURNALIST & ONLINE EDITOR

A flexible and versatile copywriter with a background in journalism, quickly moving between projects delivering engaging, colourful copy for print and online. Broad-based experience having worked for a series of dynamic companies in London and Berlin, in various fields, over the past eight years.

SKILLS

COPYWRITING

EDITING/PROOFING

PR & COMMUNICATION

TRANSCREATION

CMS

RESEARCH

LANGUAGES

ENGLISH

FLUENT

SWEDISH

MOTHER TONGUE

GERMAN

LIMITED WORKING
PROFICIENCY / READING
COMPREHENSION

PERSONAL

NATIONALITY

SWEDISH

D.O.B

10/01/1984

EXPERIENCE

2018-PRESENT

FREELANCE TRANSLATOR

GetYourGuide, Berlin

Provider of customized tours and tickets to top attractions across the world

Working as freelance translator/ transcreator, translating and adapting English content to the Swedish market and website.

2017-2018

FREELANCE COPYWRITER

SecretEscapes, London

British travel website specialising in handpicked luxury hotels at great prices

Working as freelance copywriter for the Swedish website, researching hotels and writing compelling copy to market them to the Swedish audience.

2015-PRESENT

ONLINE EDITOR

UrlaubsPiraten, Berlin/London

Travel platform catering to 10m Facebook fans across 10 countries

Working as Online Editor for the UK blog researching and writing about the best travel deals using various search engines and CMS. Creating content for Facebook and managing social media. Researching new potential affiliate partners as well as maintaining the relationship/negotiating with existing partners on a daily basis,

EDUCATION

2007-2010

BA (Hons) JOURNALISM

LCC – University of the Arts, London (*1st Class Degree)

2010

INTRODUCTION TO INDESIGN

Apple Training Centre, London (short course)

2000-2003

SOCIAL SCIENCE PROGRAM

Herrgårdsgymnasiet, 2700p., Säfte (extended program)

2014-2015

CHIEF EDITOR

Bonaverde Coffee AG, Berlin

Tech start-up connecting coffee farmers and consumers via Direct Trade
Managing the online magazine, writing articles and blog posts.

Copywriting all copy for web/print, conceptualising marketing material and designing newsletters in MailChimp. Creating content for social media to drive traffic to website. Developing the brand's tone of voice.

2012-2015

MUSIC WRITER & PR

Freelance

Previous clients incl. DJBroadcast, Mixmag, Ibiza-Voice, fabric
In capacity of freelance writer I regularly contribute to various music media platforms conducting interviews and write album and event reviews. In my PR role I work directly with clients, assessing their needs and conceptualise press releases, label copy, biographies, PR-campaigns and secure coverage in target media.

2012-2013

ASSISTANT MANAGER, PRESS & LOGISTICS

Anglo MGMT, London

Artist management company with over 20 years in the music industry
Liaised with promoters in securing international/local press coverage and shaped campaigns around tours, which included copywriting press releases and various marketing material, as well as designing newsletters. Managed social media accounts and worked directly with clients to develop concepts and strengthening artists' brands. Researched / pitched artists to new territories. Worked out travel logistics and compiled artists' tour itineraries.

2011-2012

PRESS COORDINATOR & SOCIAL MEDIA MANAGER

air london, London

Booking agency, event promoter and record label

Coordinated press between artists and press agencies. Developed and followed-up on event campaigns in eg. Miami, Barcelona, Manchester and London. I delivered print/online copy, biographies and press releases. Managed clients' social media and developed new strategies/design solutions eg. building customised Facebook apps.

2010-2011

STAFF WRITER & ASSISTANT ONLINE EDITOR

Mixmag Magazine, London

World leading magazine/website for electronic music
Pitched and wrote articles, album and event reviews for the print edition. Worked as online editor producing engaging news content containing of copy, images, video and sound. Headed up communication between the magazine, PR agencies and record labels. Ensuring that articles and pictures from freelancers met print deadlines.

2010 (Winter term)

LAYOUT SUB-EDITOR

Arts London News, London

Newspaper distributed to the 6 University of the Arts universities
Subedited and proofread all copy for the newspaper. Sourced and edited pictures using basic Photoshop skills. Designed newspaper pages and came up with layout solutions using the ALN House Guide.

2010 (Spring term)

FEATURES EDITOR

Arts London News, London

Newspaper distributed to the 6 University of the Arts universities
Responsible for a team of 13 journalists, commissioning articles and overseeing deadlines. Chairing weekly meetings together with the rest of the section editors to set the agenda and decide on the paper's content. Presented layout suggestions together with the Layout Sub-Editors. Brainstormed with Features team to decide on assignments.

CONTACT

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INTERESTS

MUSIC TRAVELLING NETWORKING
FILMS COFFEE BOOKS PHOTOGRAPHY
NEW CULTURES

REFERENCES

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