



CONTACT

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377 Cowpen Road, Blyth

SKILLS & EXPERIENCE

PR CAMPAIGN SUPPORT

Brand PR | Jul 2024

- Contributed as an assistant to a PR pitch called 'Athletes With a Heart' involving professional footballer Isak Hien.
- Provided feedback on client presentations and advised on strategies to optimise audience engagement on social media

WRITING AND COMMUNICATION

- Strong written and verbal skills in English and Swedish.
- Proficient in creative writing and regularly produce articles and columns.

SOFTWARE SKILLS

- Experienced in Canva and the Microsoft Office suite, having used these tools to produce visually appealing content, statistics, presentations and reports.

PERSISTENCE AND COMPOSURE

- Years of sales experience has rewarded me with patience and persistence that is applicable to any field.
- Thrives in fast paced environments, having worked for years in dynamic workplaces with strict deadlines.
- Adept at managing multiple tasks simultaneously, while maintaining high standards, as this was crucial in my roles in finance.

OTHER EXPERIENCE

SPORTS COMMUNITY

Djurgårdens IF | 2015 - Ongoing

- Regularly participate in biannual member meetings, taking part in votes on motions and board member elections, gaining hands-on-experience in engagement within sports communities.

SALES VOLUNTEER

Djurgårdens IF | 2015

- Assisted football club Djurgårdens IF with community outreach by calling season ticket holders and extending their commitments.

LANGUAGES

- English - Fluent
- Swedish - Fluent
- Norwegian - Conversational
- Danish - Conversational
- German - Basics

HONOURS

- Mortgage sales record | 2019
- Colleague of the month Feb 2018
- Mortgage advisor of the month | Oct 2018
- Yearly excellence award for conduct | Dec 2019

PEDER LEUFSTEDT NYSTRÖM

Journalism student

EDUCATION

UNIVERSITY OF SUNDERLAND

BA (Hons) Journalism | Sep 2025 - Jul 2026

- Completing the final year of my Journalism degree, creating digital news content.
- Currently writing a series of feature articles about the film industry, conducting interviews with industry professionals and producing multimedia content.

LUND UNIVERSITY, SWEDEN

Media and communication | Aug 2020 - Jan 2025

- Studied the communication strategies and media presence of private companies, public sector organisations and political figures.
- Interviewed members of an activist group and investigated their messaging on social media, co-writing a piece on the topic with two other students.
- Additional modules include media history, contemporary literature, practical philosophy and sociology of law.

PROFESSIONAL EXPERIENCE

CONTRIBUTOR

Spark Entertainment | Nov 2025 -

- Contributing with content as a freelancer, participating in the publishing process.
- Have been sent out to cover events and produced content within a strict timeframe.

JOURNALISM PLACEMENT

National World | Nov 2025

- Completed a two-week newsroom placement contributing to both the Sunderland Echo and Hartlepool Mail.
- Published 20 articles, including breaking news, press-conference coverage, transfer-rumour reports, and features drawing on anecdotes from former footballers.
- Generated original story ideas and pitched them to editors, adapting content to fit SEO strategies.
- Engaged with fast-moving sports and local news cycles, ensuring accuracy, clarity, and audience relevance.

MORTGAGE ADVISOR

Lånekoll | Sep 2018 - Aug 2020

- Built and maintained relationships with external partners, to increase customer acquisition and facilitate swift mortgage processes.
- Assisted management by preparing Excel-based reports and statistics.
- Typed up offer letters, ensuring accuracy and alignment with compliance principles.

SENIOR EDITOR

EA Sports | Apr 2015 - Nov 2016

- Researched and analysed the performance attributes of professional football players, ensuring realistic representation in the FIFA video games.
- Prepared analysis and reports based on player performances.

REFERENCES

- Neil Macfarlane | Senior Lecturer in Online Journalism
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