



Creative and strategic marketing specialist with over 10 years of experience in digital marketing, UX/UI design, brand development, and concept creation. I combine strong analytical skills with a high level of creativity and excel at seeing the big picture – from strategy to execution.

I build strong relationships, earn clients' trust, and serve as both an advisory partner and a natural leader in projects. I am equally comfortable collaborating in teams or working independently, and I am often told that my professionalism and reliability make me a trusted person to work with.

In recent years, I have worked extensively with AI as my “extra colleague” – supporting creative production, concept development, analysis, automation, and optimization. This has significantly increased efficiency and improved the quality of both ideation and delivery.

Experience

Strategy & Leadership

Marketing strategy
Brand identity & platforms
Campaign planning
Customer insight & audience analysis
Project & team leadership

Digital Marketing

Content marketing
SEO & GEO optimization
Performance marketing
CRM & Marketing automation (HubSpot)
Web analytics (GA4, Hotjar)
Conversion optimization
Social media & advertising

Design & UX

UX/UI design
Web design
Creative direction & concept development
Graphic design & typography (Digital & Print)
Motion & video

Tools & Workflow

Figma

Photoshop

Indesign

Illustrator

After Effects

Adobe XD

Canva

CapCut

PowerPoint

ChatGPT

Sora

Midjourney

Wordpress

Hubspot

Semrush

GA4

Hotjar

Google Ads

Meta ads

LinkedIn ads

Claude

Gemini

Excel

Miro

Trello

Senior UX / Art Director & Digital Marketing Specialist

Business Reflex AB (Digital Agency) - Stockholm
2020 - present

- Marketing consultant for CEOs and leadership teams within B2B.
- Developed and executed marketing strategies, campaigns, and content production.
- UX and UI design in Figma and Adobe XD, including advisory support in web projects.
- Built brand platforms and graphic identities.
- SEO and GEO (AI search) optimization to increase visibility.
- Managed HubSpot structures, automations, lead flows, and dashboards.
- Actively used AI for ideation, copy, image generation, structure, and optimization.
- Professional, advisory client communication that builds strong trust.

Art Director

Metro Nordic Sweden (Metro, Metro Mode, Metro Jobb, Studentkortet) - Stockholm
2015 - 2019

- Led the visual development of multiple brands.
- Created campaign concepts, graphic expressions, and digital content.
- Collaborated with major events such as Summerburst, Tough Viking, and Kulturkalaset.
- Award winner at the Inhouse Gala 2017.

Graphic Designer

Fazer AB (Karl Fazer, Dumle, TuttiFrutti, Skogaholm, Restaurants) - Stockholm
2013 - 2015

Graphic production, digital and print campaigns, and brand expression.

Assistant Art Director

Oriflame Cosmetics
2013

Layout and graphic production for international campaigns.

Art Director

Gosh AB
2012

Concept development and graphic design.

Education

+200 university credits
across interaction design,
digital media, marketing,
and communication.

Interaction Design

Kristianstad University - Remote
2019

Studies in interaction design, user-centered design, design principles and digital experiences.

International Sales & Marketing

Sälj & Marknadshögskolan - Stockholm
2011–2013

Marketing strategy, communication, business development and international sales.

Graphic Design & Web Development

Jönköping University - Jönköping
2009–2011

Foundational studies in digital media, web development, layout, communication, multimedia and visual production.

3D Graphics

Linnaeus University - Remote
2013

3D modeling, visualization and digital production workflows.

Cover letter

Are you looking for someone who can combine marketing strategy, brand development and creative execution?

I bring over 10 years of experience in digital marketing, brand strategy, UX and creative direction. I'm skilled at seeing the full picture – understanding business goals, shaping clear strategies and turning them into strong communication and user-friendly experiences.

AI has become a natural part of my workflow, helping me work faster and more precisely in everything from analysis and concept development to production and optimization.

I'm often described as calm, structured and easy to collaborate with. I communicate clearly, build trust quickly and enjoy taking responsibility for both strategy and hands-on delivery.

Outside of work, I enjoy an active life with my husband and our boys – you'll often find us skiing, playing tennis, spending time with friends or relaxing with a good Netflix night. I also coach my sons' handball teams, something that brings me a lot of joy and continues to strengthen my leadership and communication skills in a very hands-on way.

I believe my mix of marketing strategy, brand development and modern digital methods would be a strong asset to your team. I'd be happy to tell you more in a conversation.

Kind regards,

