



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

### 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.

## Strategy & Leadership

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

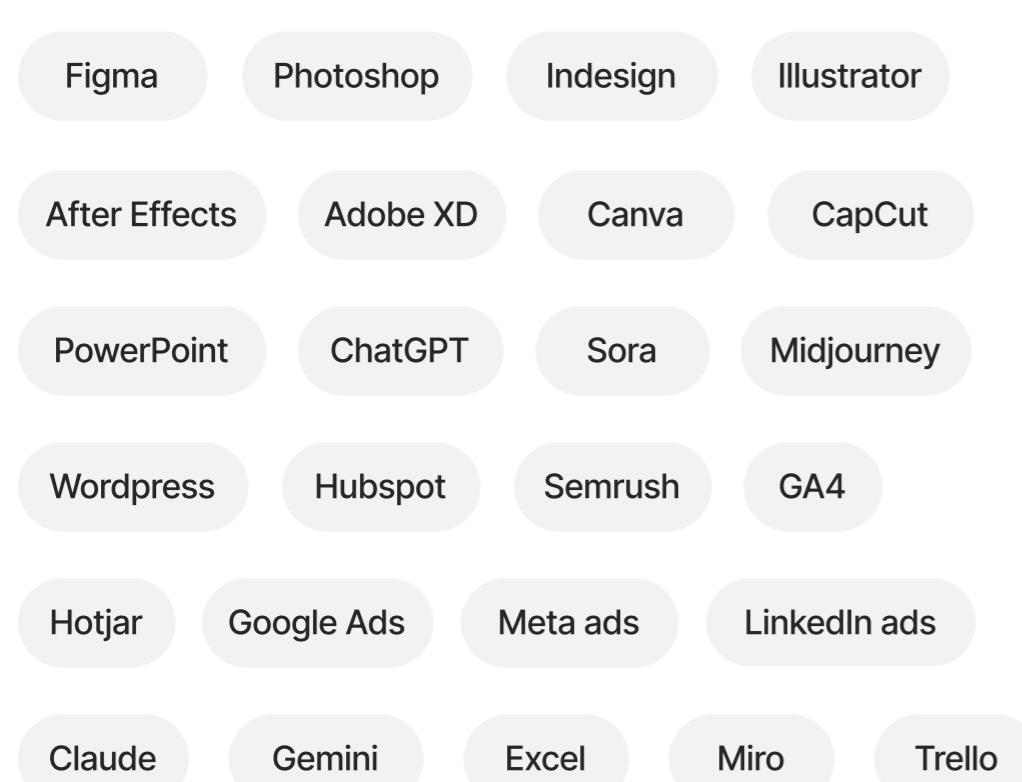
## Digital Marketing

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



### 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,

