



Strategic marketing professional with 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 often take a leading role in projects. My approach is grounded in clear communication, structure, and the ability to motivate and move work forward in complex situations. 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 & execution
Customer insight & audience analysis
Strategic advisory & stakeholder alignment
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

Claude

Gemini

Midjourney

Wordpress

Hubspot

Semrush

GA4

Hotjar

Google Ads

Meta ads

LinkedIn ads

ChatGPT

Excel

Miro

Trello

Business Reflex AB (Digital Agency) - Stockholm

Digital Strategist & Marketing Lead

2022 - present

- Led strategic work incl. offering development, positioning, and growth initiatives
- Drove execution across web, SEO, content, and lead generation to support business growth
- Leveraged AI to enhance analysis, ideation, and marketing efficiency
- Collaborated with founders and leadership on business development

Digital Marketing Specialist & Designer

2021 - 2022

- Drove digital marketing incl. SEO, content, and campaigns to improve visibility and conversion
- Connected web, content, and traffic through data-driven optimization and HubSpot

Art Director & UX/UI Designer

2020 - 2021

- Developed visual identities, brand platforms, and websites from concept to launch
- Led design and digital production in close collaboration with clients

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

Art Director

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.

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

Graphic Designer

2013 - 2015

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

Oriflame Cosmetics

Assistant Art Director

2013

Layout and graphic production for international campaigns.

Gosh AB

Art Director

2012

Concept development and graphic design.

Education

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

Leadership and leadership development

Umeå University - Remote

2026

Practical leadership training in communication, decision-making, and navigating complex team dynamics.

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.

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, often taking a leading role in projects and motivating those around me to move forward with clarity and direction.

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,

