

LISA

**HEDSTRÖM CREATIVE
MULTITALENT IN
MARKETING AND MEDIA.
EXPERT IN
COMMUNICATION, MEDIA
PRODUCTION,
INFORMATION STRATEGY,
PROJECT MANAGEMENT,
AND BRAND DEVELOPMENT**

WORK EXPERIENCE:

SVENSKA BED AB

MARKETING MANAGER January 2024 – June 2024

In my role at bed, I served as the Marketing Manager, working as a Creative Director, Content Producer, Graphic Designer, Photographer, Photo and Video Editor, Copywriter, Social Media Manager, Digital Marketing Specialist, Web Designer, Content Strategist, Product Developer, technical guru, and creative sounding board for the founder and CEO – and everything in between.

WEEKLY REVOLT January 2024 – June 2024

CONTENT MANAGER | COPY- & CONTENT PRODUCER

Responsible for social media, produced advertising campaigns, website development, customer service, copywriting, and graphic design. As team lead for the internationalization team, I was responsible for leading our employees in Germany. Additionally, my role included project managing the translation of the website, mobile app, social media content, and all course materials into German. It was my responsibility to recruit, collaborate with, and establish suitable work routines with translators.

KUNGSMÄSSAN February 2020 – January 2021

CONTENT PRODUCER | MARKETING COMMUNICATOR

Center management. Involved in internal communication with tenants and staff, event coordination, graphic layout work, and copywriting.

PURPLE SCOUT November 2014 – January 2020

STORYTELLER | BRAND MANAGER

In charge of managing the company's brand and public image on social media and the website. All content, videos, and photos released by the company was produced by me. I strategically handled both B2B interactions and employer branding initiatives.

SVERIGES RADIO May 2013 – October 2014


REPORTER | STUDIO REPORTER | PROGRAM HOST

Broadcasted from the traffic editorial, local news, and worked as a reporter and program host.

VGR January 2001 – August 2012

NURSE'S ASSISTANT



Lisa Hedström | +46 705 270 559 | lisa@asil.se 

| Copywriting | Journalism | Social Media Marketing | Web Design | UGC | Print Production | Content Production | Internal and External Communication | Marketing Funnels | Email Marketing | SEO Copywriting | Product Development | Content Marketing | Podcast Production | Storytelling | Video Production | AI Prompting | Editing | Photography | Project Management | Event Management | Newsletters | PR | Packaging Design | Graphic Design |

EDUCATION:

NORDISKA FOLKHÖGSKOLAN 2012–2013

JOURNALISM

News work for web, press, and radio, source criticism, news evaluation, public law, press ethics, and production of feature material.

HÖGSKOLAN I BORÅS 2010–2012







WEB EDITOR PROGRAM

Studies in design, graphic form, communication, information law, publishing tools, editorial work, technical development and programming, and scientific theory and method.

PORTFOLIO:

WWW.LISAHEDSTROM.SE 

LANGUAGE SKILLS:

Swedish 
English 
German 
Danish 
Norwegian 
French 

RECOMMENDATIONS:



**Louise Rydkvist ·
Store Manager BED**

Lisa approaches challenges and problems with a solution-oriented, focused, and professional mindset.

She shows great initiative and is proactive. Even under heavy workloads, she remains stress-resistant and effectively prioritizes tasks, maintaining high productivity.

I often consult with Lisa to align ideas and seek input on various projects, where she suggests innovative and commercially viable approaches.

Lisa's positive qualities, including her humor, ease, and warmth, make her a valuable team member.

I highly recommend working with her and would gladly collaborate with her again.★



**Nina Magnusson ·
Location Brand Manager**

Lisa is an exceptional individual with a strong sense of compassion. She has a keen eye for detail, enhancing the quality of work with a touch of excellence.

Lisa possesses a remarkable talent for crafting engaging and informative content from scratch. Whether factual or inspiring, she uses a vibrant spectrum of colors in her work. Fearlessly diving into tasks when necessary and always striving for the right information, she adeptly solves most challenges.

From filming to editing, podcasting to interviewing, she approaches each task with a unique and creative flair. With her diverse skill set, Lisa proves to be a valuable asset in both professional and personal spheres. As someone aptly put it, "Every office needs a Lisa."



**Timothy Åxman ·
Build award-winning websites**

I'm so happy I have had the pleasure and honor to work with Lisa! She always brings a good vibe, positive energy and laughter to the table. Besides being a kind, amazing person, she's very knowledgeable in multiple fields and great at what she does. She's smart, a quick learner and shown capable of doing things very well that are far out of her own expert areas.

We were working side by side on a project together and I was constantly impressed by her ability to adapt, create fantastic things, learn and do so with a smile! She's committed, multitalented, has a great and clear communication style and always goes the extra mile for the project and the people she works with.

I can highly recommend Lisa to anyone needing a hand with marketing, content, branding or social media. You'll have a hard time finding someone of Lisa's caliber, creativity and energy!



**Gunnar Södergren ·
Head of Delivery at United Robots AB**

Lisa, an amazing colleague, infuses the workplace with positive energy. Since becoming a part of Purple Scout in 2017, I have indirectly worked with Lisa and have consistently appreciated her enthusiasm, commitment, and love for storytelling and our brand.

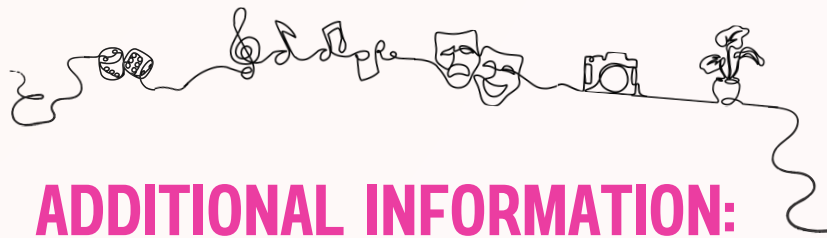
Her lively personality radiates in all her endeavors. Lisa adeptly oversees our social media, documents our events through photography, and inspires us consultants to write articles, which she meticulously reviews.

Lisa is and has been invaluable in making Purple Scout what it is.

TECHNICAL SKILLS:

FIGMA, KLAYVIO, ADOBE CREATIVE-SUITE, SHOPIFY, SLACK, EPISERVER, WIX, TRELLO, CHAT GPT, HUBSPOT, MIDJOURNEY, CANVA, META BUSINESS SUITE, LINKEDIN BUSINESS MANAGER, WORDPRESS, MICROSOFT OFFICE SUITE AND MORE

INTERESTS:

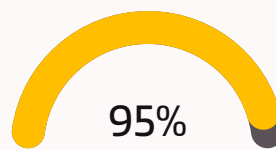


ADDITIONAL INFORMATION:

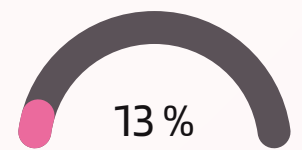
- I have a driver's license and my own car.
- Several years as a board member (chairman and secretary) in housing association.
- Volunteer work at Sveriges Radio's Musikhjälpen and in the Rainbow editing staff, West Pride.

REFERENCES:

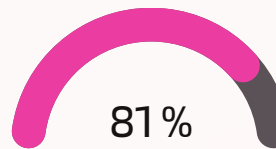
Available upon request.



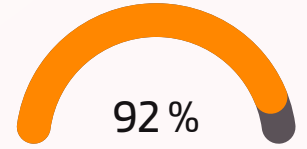
Copywriting



Moderation

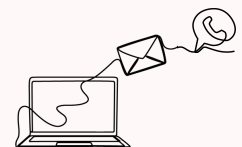


Well-rounded



Curiosity

CONTACT INFORMATION:



Lisa Hedström | +46 705 270 559 | lisa@asil.se
Ingetorp 162 F, 442 96 KODE