

# Ulrica Björnsdotter Larson

Hands-on marketer - Graphic designer - Visualist

Björnsdotter & Larson design AB

## Profile

- Creative with a distinct sense of color and shape.
- Accurate, fast and detail-focused.
- Empathetic, positive and pleasant.
- Experience of web, video, photo and print.

## Skills

- Event planning and implementation
- Video filming, photography and editing
- So Me - strategy, publishing and advertising
- Web and print design, CMS
- Campaign planning and coordination
- Inbound marketing

## Employment

2021 - now **Self-employed consultant - Björnsdotter & Larson design AB**

Graphic design, marketing and campaign coordination, social media advertising and production of e.g. videos, podcasts, ads (print and digital) and web content.

2017 - 2020 **Corporate Marketing Coordinator - Novacura AB (IT company, 10 countries)**

- Produced and published digital material e.g. movies, photos, blog posts, lead magnets for all company channels; website in 4 languages as well as Facebook, LinkedIn and YouTube.
- Has developed the company's graphic profile.
- Designed and purchased sales and marketing materials.
- Planned and coordinated events and global internal business travel.
- Planned, designed and executed campaigns.
- Had the role of office manager. In charge of concept and interior design of newly built offices in Gothenburg '17, Oslo '18 and Uppsala '19.

Aug '10- Aug '11 Parental leave

2009 - 2017 **Marketing Assistant - Novacura AB**

- Appx. same tasks as above but to a lesser extent and at a then considerably smaller company.

2006 - 2009 **Marketing Coordinator - Zsystems by Semcon, IT company later called Enfo Zsystems**

- A broad marketing position including website maintenance, design of printing materials, planning and implementation of internal and external events, etc.

2003 - 2005 **Event Production Manager, Marketing Assistant - Harley-Davidson Motorcycles Sweden.**

Seasonal in parallel with:

**Assistant manager and merchandiser - Harley-Davidson City Stockholm / Probike Scandinavia**

1996 - 2003 **Various freelance assignments and employments.**

- Model Booker at Model agency - Synk Casting AB.
- Marketing communicator, Store merchandiser - DNG Eventmarketing / FSAB
- Freelance worker in film and television production:
  - Hired as a video photographer, B-photographer, film script and recording manager for various production companies.

## Other things...

### My LinkedIn profile and personal recommendations

[www.linkedin.com/in/ulricabjornsdotterlarson/](http://www.linkedin.com/in/ulricabjornsdotterlarson/)

[www.linkedin.com/in/ulricabjornsdotterlarson/details/recommendations/?detailScreenTabIndex=0](http://www.linkedin.com/in/ulricabjornsdotterlarson/details/recommendations/?detailScreenTabIndex=0)

### Work samples

Visit: <https://larsondesign.se/resume>

**Languages:** Fluent English and Native Swedish

### Courses and certifications:

- Hubspot Inbound Marketing certified
- Professional Diploma in Digital Marketing, IHM Business School
- Adobe Photoshop, Råda Education
- Adobe InDesign Advanced, Råda Education
- Video school, Kalix Folkhögskola

### Softwares, Technical Skills

- Adobe CS (InDesign, Photoshop, Illustrator, Premiere Pro)
- CMS: Wordpress, Drupal
- HubSpot, Apsis, Jira, Monday, Slack, Hive, Dropbox, Microsoft Office 365 ...
- PC & Mac
- Google - Analytics, Ads, Business...
- SoMe: LinkedIn, YouTube, Facebook, Instagram, Twitter ...
- Facebook & Instagram Business suite, LinkedIn Campaign manager

**Driving licenses:** Cars and Motorcycles (a bit rusty on the bikes though :-)

## Contact info

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