



nicole michaelis

CONTENT STRATEGY & UX WRITING

consulting clients 2016-2020

- UX Writing and Content Lead at **SAS**
- SEO Lead at **Vässla Micromobility**
- Content and UX Writing at **&frankly**
- UX Writing and Content at **Instantor**
- German Copy at **iZettle**
- Branding Strategy at **SNASK**
- Communication Lead at **Biorecro**



...and many more on nicoletells.com/projects

inhouse experience

UX Writer | Spotify (2020-present)

- Dedicated UX Writer to Creator Mission
- Content Strategy Lead
- UX Writing for entire Soundtrap suite
- UX Writing for Platform Partner Experiences



Course Director | Bergths (2019-present)

- Course Director for the Content Marketing course at Bergths School of Communication
- Learning design, facilitation and workshops
- Student coaching and mentoring



Digital Marketer | Hyper Island (2016-2018)

- Marketing Lead for Sweden
- Inbound content strategy (global)
- Community and campaign management
- CRM Management, Analytics, and A/B testing
- Copywriting (website, email and social media)



Head of Content | Astrid.ai

- Inbound content strategy
- Content creation and distribution
- Email and CRM management
- Marketing campaigns and SEO

profile



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I'm a globally oriented self-starter with a passion for awesome content and an extensive academic background in marketing, communication, and tech. I constantly push companies and teams around me. Challenges? Yes, please. I have a permanent need to try out new strategies and improve routines. I stand up for what I believe in and contribute on all levels.

highest degree

Master of Science in Marketing 2014-2016
Stockholm University

- + Hyper Island Facilitation Course (2017)
- + Hyper Island Digital Marketing Course (2017)
- + HTW Dresden B.A. Business Administration (2014)

languages

English	native
German	native
Swedish	fluent
French	beginner

top skills

- Copywriting
- Leadership
- Content Strategy
- UX Writing
- SEO
- Marketing Campaigns
- Ads, Analytics, A/B testing