

# Nicole Michaelis

MARKETER & WRITER

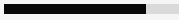

## 1. WHO IS NICOLE?

I'm a globally orientated self-starter with a passion for awesome content and an extensive academic background in marketing 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 love working in international environments - both independently and in teams. I stand up for what I believe in and contribute on all levels.

## 2. LANGUAGES

ENGLISH	
GERMAN	
SWEDISH	
FRENCH	

## 3. SKILLS

WRITING	
MARKETING	
COMMUNICATION	
LEADERSHIP	
STRATEGY	

## 3. HIGHEST EDUCATION

### Stockholm University

MASTER OF SCIENCE, MARKETING  
2014-2016

## 4. FREELANCE PROJECTS

### Everyday.us (since August 2017)

HEAD OF CONTENT AND MARKETING -  
[HTTP://EVERYDAY.US](http://everyday.us)

### Referanza (Aug 2016 - March 2018)

CONTENT DEVELOPMENT AND DISTRIBUTION -  
[HTTP://REFERANZA.COM](http://referanza.com)

## 5. QUALIFICATIONS

- M.Sc. in Marketing (Stockholm University)
- 4+ years full-time Marketing experience
- 6+ years Copywriting experience
- B.A. in Business Administration (HTW Dresden)
- Hyper Island Facilitation Course
- Hyper Island Digital Marketing Course

## 6. INHOUSE EXPERIENCE

### Chief Marketing Officer at Referanza

FULL-TIME, SINCE MARCH 2018

- Marketing, Communication and Content Strategy
- Marketing Campaigning
- Analytics, A/B testing and Reporting to CEO
- Content creation and distribution
- Website design
- Team Lead

### Digital Marketer at Hyper Island

FULL-TIME, DEC 2016-MARCH 2018

- Marketing Strategy Lead for Sweden
- Content Strategy Lead (global)
- Community and Campaign Management
- CRM Management, Analytics, and A/B testing
- Copywriting (website, products, email and social media)
- Communications Lead for Sweden

### Digital Marketer at Magine TV

PART-TIME, AUG 2014 - JAN 2017

- Supporting day-to-day marketing work
- Campaign management for social media
- CRM management and Email communications
- Market-entry strategy for the UK market