



nicole michaelis

CONTENT STRATEGY & DEVELOPMENT

experience

Head of Content | Everyday.us

- Inbound Content Strategy and Development
- Product content
- Email and Communications
- Marketing Campaigns and Content distribution

CMO | Referanza

- Marketing, Comms, and Content Strategy Lead
- Paid Acquisition, Analytics, A/B testing
- Inbound Content creation and distribution
- Website Project Management

Digital Marketer | Hyper Island

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

Digital Marketer | Magine TV

- Supporting day-to-day marketing work
- Social Media Community Management
- CRM management and Email communication
- Market-entry strategy for the UK market

education

Master of Science in Marketing **2014-2016** Stockholm University

- + Hyper Island Facilitation Course (2017)
- + Hyper Island Digital Marketing Course (2017)

profile

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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.

languages

English • native
German • native
Swedish • fluent
French • beginner

skills

- Copywriting
- Content development
- Strategy
- Brand Design
- SEO
- Marketing Campaigns
- Analytics, A/B testing
- Building Communities

