



nicole michaelis

DIGITAL STRATEGY & CONTENT / COPY

consulting clients 2018-2019

- Content Manager at **&frankly**
- UX Copy and Content at **Instantor**
- German Copy at **iZettle**
- Content Creation at **Business Sweden**
- Branding Strategy at **SNASK**
- Communication Lead at **Biorecro**
- SEO and Performance at **The Art Gorgeous**

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

inhouse 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

profile



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Address Stockholm, Sweden

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)
+ B.A. Business Administration (2014)

languages

English	native
German	native
Swedish	fluent
French	beginner

top skills

- | | |
|-----------------------|-------------------------------|
| • Copywriting | • SEO |
| • Content development | • Marketing Campaigns |
| • Strategy | • Ads, Analytics, A/B testing |
| • Brand Design | |