



CORNELIA FORSLUND

• content creative •

ABOUT

I'm a creative doer who loves to bring ideas to life. With the help of data-driven content creation, SoMe management and creative strategies, I work towards creating impactful results. While being self going and initiative taking, I'm a big believer in the power of collaboration and clear communication.

EDUCATION

2020 - 2022 • Hyper Island
Content Developer (YH-diploma)

2018 - 2019 • The Institute of
Contemporary Music Performance
Songwriting (CERT HE)

EXPERIENCE

apr 22 - **Happens** | Junior Creative Director

jun 23 *First internship, then permanent employment*

- Managed all social media channels, including strategy development, content creation, and influencer collaborations.
- Produced website copy and SEO-optimized articles.
- Collaborated with the marketing lead to create ad campaigns for print, digital, and podcasts, from idea generation to content creation and copywriting.

oct 21 - **Yagya Riders** | Creative Intern

nov 21 *Internship as part of studies*

- Created a content strategy for both paid and organic social media content.
- Coordinated and led a content production project in Portugal.
- Produced photo and video content tailored for social media platforms.

oct 20 - **Lifelong** | Strategic Content Creator

feb 21 *Part time while studying*

- Produced highly engaging content for paid and organic social media channels.
- Created a marketing strategy from the ground up.
- Wrote SEO optimized articles.

SKILLS

Hard skills

- Social media management
- Content production
- Content strategies
- Copywriting
- Creative direction

Softwares

- Adobe Creative Suite
- Ahrefs
- Logic Pro X
- Mailerlite

Soft Skills

- Creative problem solving
- Communication
- Adaptability
- Team collaboration
- Growth mindset