

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. EDUCATION

Stockholm University

MASTER OF SCIENCE, MARKETING
2014-2016

4. FREELANCE PROJECTS

Everyday School

CONTENT PACKAGING AND COPY FOR GLOBAL
LAUNCH - [HTTP://EVERYDAY.SCHOOL](http://everyday.school)

Referanza

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

5. QUALIFICATIONS

- M.Sc. in Marketing (Stockholm University)
- 3+ years full-time Marketing experience
- 3+ years Copywriting experience
- B.A. in Business Administration
- Hyper Island Facilitation Certificate

6. EXPERIENCE

Digital Marketer at Hyper Island

FULL-TIME, SINCE JAN 2017

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

International Business Development at Skovik

FULL-TIME, AUG - DECEMBER 2016

- Introducing Skovik to the DACH market
- Marketing strategy and execution
- Communications Lead
- Sales Lead

Marketing & CRM Consultant at Magine TV

GLASGOW INTERNATIONAL SCHOOL

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