

## **Kristin Näs**

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### **Professional goals**

I am very passionate about developing and growing my career. Working with marketing gives me this opportunity as it is an area that never ceases to evolve and I am driven by the excitement ahead, both strategically and practically, with building and strengthening a brand. I see no limits to my own capacity and believe that everything that happens and everything I experience is part of what I will become.

### **Work Experience**

#### **Employer: inRiver AB, Malmö**

Date: November 2013 – Ongoing

Description: Global Marketing Coordinator at a fast growing software company based in Sweden. Coordinating all marketing initiatives and activities in Europe and US, such as social media, producing marketing materials, creating brand awareness and coordinating events. I'm also in charge of all company send outs and managing the company website.

#### **Employer: Academic Work Consulting AB, Malmö**

Date: October 2012 – November 2013

Description: Working as a consult for a union organization as a member communicator. The work description involved informing members about the membership, content and benefits as well as customer service by phone and email.

#### **Employer: Ulja AB, Gothenburg**

Date: March 2010 - October 2012

Description: Marketing Coordinator at an adult education company for construction and transportation. My main responsibilities were marketing, branding and sales. The responsibility was both strategically and practically, which meant both developing the marketing plan and designing original for printed marketing material and managing website and social media.

#### **Employer: Student Union of Kalmar, Kalmar**

Date: September 2007 - May 2008

Description: Marketing Responsible for Sexmästeriet. Sexmästeriet was the Student union's night club, pub and a la carte business. The position involved marketing through publications and events. I was also part of the management team and participated in decisions surrounding the general business.

## ***Non-profit Occupation***

### **Client: Teater Satyr, Gothenburg**

Date: April 2009 - May 2009

Description: Helped the production team during the production of the musical "Batboy - The Musical". My work consisted of helping set designer and lighting setter. I was also responsible for ticket sales and audience service before the show.

### **Client: Teater Eksem, Gothenburg**

Date: March 2009 - April 2009

Description: Worked as the producer's assistant at the Teater Eksem's production of "A Madman's notes" by Nikolai Gogol. The tasks consisted mainly of marketing, but also the responsibility of coordinating smaller events. I also helped with scenery, costumes, catering and such.

## ***Education***

### **School: University of Kalmar, Kalmar**

Date: August 2005 - June 2009

Description: Media and communication studies. The training gave both theoretical and practical knowledge in strategic communication, intercultural communication and organizational communication. There were also practical courses such as photo, design and web.

### **School: Olympia School, Helsingborg**

Date: August 2002 - June 2005

Description: Arts program focusing on theater. The training also gave the opportunity as an extra in a production at Helsingborg City Theatre.

## ***Other***

### **Private enterprise: Advertising firm**

Date: May 2012 - January 2015

Description: Helping businesses with their marketing and profiling offering both theoretical and practical services, e.g. Marketing plan, Website development, Graphic profile and Graphic designs.

### **Language skills - both written and spoken**

Swedish, native language

English, Fluent

### **Computer knowledge**

#### **WEB SIDE MANAGEMENT**

Extensive knowledge in CMS systems. For example, Joomla and WordPress.

#### **ADOBE**

Extensive knowledge of Adobe Photoshop, InDesign and Illustrator.

#### **MS OFFICE**

Extensive knowledge of Microsoft Office programs such as Word, PowerPoint and Excel.