

"Loves to tell a good story and find the right tone of voice for it!"



HELENA EKSTRÖM

Hello!

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The short story:

Freelancing senior copywriter Helena Ekström has several years of practicing in the advertising industry, but more importantly: She loves to tell a good story.

Wide work experience from brand strategies and concepts as well as developing tonality and copywriting as a handcraft, also editorial content for social media and magazines. In some assignment she also works as a creative director or editor-in-chief. Well known to be a good team player!

Freelance, sugarstories.se

Copywriter and creative direction, including editor-in-chief positions and editorial work

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Brands, selection:

Åhléns, KappAhl, NK, NK STIL, MQ, Steen & Ström, Max Factor, SoFo Magazine, Pacta, Moderna Försäkringar, SBAB, Lypsyl, AMF Fastigheter, Addskills, Skandia, SIS, Allra, F12-gruppen, LUAM, Liber, Voltaren, Eucerin, Nivea, Invest Stockholm, Visit Stockholm, Stockholms Stad, Citycon (Kista Galleria, Liljeholmstorget Galleria, with several with in the brand), Citylife magazine

Work, examples:

KappAhl: Copywriter, consulting 2015-2016, creating the new tone-of-voice for KappAhl and the new communication platform together with the agency Pond. Based at KappAhl.

Åhléns: fashion writer during two years for Åhléns magazine (former Åhléns club magazine).

NK STIL: writer at NK STIL magazine (ongoing through the years).

SOFO magazine: launching and developing SoFo magazine as the editor-in-chief, published by Make Your Mark. (2011-2013)

Citycon/Centerteam: head of creative/copywriter at the Centerteam Stockholm office, working with marketing for Citycons swedish shopping malls, including re-branding of Citylife magazine and the editor-in-chief position (with an edition of 360 000 copies). Ongoing freelance position from 2016.

Visit Stockholm and Invest Stockholm: content marketing and digital development (2015/2016)

SBAB: copywriter consulting for the new tone of voice and digital development (2013-2014).

Freelance, helenaekstrom.com

Stylist including creative direction and art direction for fashion clients

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Employments

<u>Tewonder</u> - digital advertising agency - copywriter	05-10
<u>Clients:</u> NK, Lindex, Indiska, Design House Stockholm, Renault, Lovefilm, SCA My main clients was NK, as a copywriter and editor for NK.se. The work included the launch of the new NK.se and creative work for the digital campaigns and development of NK.se.	
<u>ANR.BBDO</u> - advertising agency - copywriter	05
<u>Clients:</u> Akademibokhandeln, Hyresgästföreningen	
<u>Grow</u> - brand development agency - copywriter	04- 05
<u>Clients:</u> Helly Hansen, Iittala, TV4	
<u>Oesterreich</u> - advertising agency - copywriter	04
<u>Clients:</u> Stella Transport, Nordicon	
<u>Spirit IC London</u> - advertising agency - copywriter/creative	03-04
<u>Clients:</u> MTV, Cantor Sports	
<u>Molekyl</u> - DM agency - copywriter	02-03
<u>Clients:</u> Volkswagen, SF Bio	

Education

Mandarin, Folkuniversitetet, Stockholm	16
Fashion design course, FIT (Fashion Institute of Technology), New York	11
Copywriting diploma, Berghs School of Communication, Stockholm	00-02
Communication and Media, Yrkeshögskolan, Göteborg	99-00
Copywriting, Folkuniversitetet, Göteborg	99
The Social Science Programme, Hulebäcksgymnasiet, Göteborg	95-98

Lecturer

Lecturer in "tone of voice" at SIS (Swedish Standards Institute), Stockholm	11
Lecturer in "online copywriting" at Berghs School of Communication, Stockholm	06-07

Freelance work before 2010

Citat Traffic, advertising agency, copywriter
Stockholms Film Festival, copywriter
Grey, advertising agency, copywriter
Volt, advertising agency, copywriter
Blomquist, advertising agency, copywriter

Other skills and interests

– Professional rider show jumping, Waldenserhof Sport Pherde, Germany	98
– China as a special interest (living on and off in Shanghai from 2014)	
– My former fashion site focusing on young trends and experimental fashion (founded 2006) was listed by British Fashion Council to be one of hundred best fashion site in the world at that time.	
– Special interest in sub-cultures in art and fashion	