

HELLO!

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HELENA EKSTRÖM

– COPYWRITING – CREATIVE DIRECTION – BRAND STRATEGY – WRITING – CONTENT MARKETING –

THE SHORT STORY:

Helena Ekström has several years of experience in advertising as a copywriter/creative – but more important: she knows how to tell a good story and to create a strategy for it.

In the industry for 17 years, freelancing since 2010 – constantly working with well-known established brands. Wide work experience from concept to campaign development as a copywriter and creative director as well as a writer for content and editorial work. The work through the years also includes editor-in-chief positions.

Highly interested in digital development, sub-cultures, the fashion arena and the Chinese market. Expert in finding the right tone-of-voice for brands. Brings a lot of energy and bold ideas to the team.

SUGARSTORIES:

Freelance/consulting
2010 ->

SUGARSTORIES

SENIOR COPYWRITER - CREATIVE DIRECTOR - WRITER - EDITOR-IN-CHIEF

Freelancing and consulting for brands and agencies. Sugarstories.se

BRANDS/CLIENTS from 2010 ->

Åhléns, KappAhl, NK, NK STIL, MQ, Steen & Ström, Max Factor, SoFo Magazine, Pacta, Moderna Försäkringar, SBAB, Lypsyl, AMF Fastigheter, Addskills, Skandia, SIS, Allra försäkringar, F12-gruppen, LUAM, Liber, Voltaren, Eucerin, Nivea, Invest Stockholm, Visit Stockholm, Stockholms Stad, Citycon (Kista Galleria, Liljeholmstorget Galleria among others), Citylife magazine, SBF Bostad AB, SYOSS

EXAMPLE OF WORK:

INHOUSE EXPERIENCE

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

VISIT STOCKHOLM / INVEST STOCKHOLM: Content marketing and digital development of the digital platforms. 2015-2016.

SBAB: Copywriter, long term consulting, creating the new tone-of-voice and digital development of the digital platform. 2013-2014.

LONG-TERM AGENCY CONSULTING

CENTERTEAM/CITYCON: Established the Centerteam Stockholm office (Norwegian agency). Head of creative/copywriter for the shopping centre client Citycon (Swedish market, 7 shopping centers). 2016-2019.

MAGAZINE DEVELOPMENT & WRITER

CITYLIFE MAGAZINE: Editor-in-Chief for Citylife magazine for Citycon. 7 versions (1 for each of the clients shopping center in Sweden). In charge of the team and the re-launch of the magazine. Edition: 360 000 copies per issue. 2016-2018

NK STIL: Fashion, beauty and product writer for the members magazine NK STIL by NK. Including the yearly Christmas magazine. Ongoing work through the years.

Åhléns magazine: Fashion writer for Åhléns club magazine. 2011-2013.

SOFO Magazine: Editor-in-Chief for the lifestyle magazine SOFO. Edition: 30 000 copies/issue. 2011-2013.

STYLIST
HELENA EKSTRÖM:
Freelance 2010 ->

STYLIST & VISUAL STORYTELLER

Stylist and visual storyteller for brands and magazines, in Stockholm and China. The work also includes creative direction and casting. Part of the art & fashion trio ARTER - producing work for brands and art buyers/art collectors. helenaekstrom.com

EMPLOYMENTS:

AGENCIES

2005-10

TEWONDER - DIGITAL AGENCY STOCKHOLM - COPYWRITER

Working with brands like NK, Lindex, Indiska, Design House Stockholm, Renault, SCA
NK was the main client during the years. The work included the launch of the digital platform(s) and all digital marketing during 2005-10, as well as the editor position for NK.se

2005

ANR.BBDO - ADVERTISING AGENCY STOCKHOLM - COPYWRITER

Working with brands like Akademibokhandeln, Hyresgästföreningen

2004-05

GROW - BRANDING AGENCY STOCKHOLM - COPYWRITER

Working with brands like Helly Hansen, littala, TV4

2004

OESTERREICH - ADVERTISING AGENCY GÖTEBORG - COPYWRITER

Working with brands like Stella Transport, Nordicon

2003-04

SPIRIT IC LONDON - ADVERTISING AGENCY LONDON - COPYWRITER

Working with brands like MTV, Cantor Sports

2002-03

MOLEKYL - DM AGENCY STOCKHOLM - COPYWRITER

Working with brands like Volkswagen, SF Bio

FREELANCE:

Before 2010, in between

AGENCIES/BRANDS

TRAFFIC, STOCKHOLM FILM FESTIVAL, VOLT, BLOMQUIST, CITAT, NK STIL

EDUCATION:

EDUCATION

2019

DIGITAL STRATEGY, DISTRIBUTION & REACH, COURSE – BERGHS SCHOOL OF COMMUNICATION – STHLM

2017

MANDARIN, COURSE – FOLKUNIVERSITETET – STOCKHOLM

2011

FASHION DESIGN, COURSE - FIT (FASHION INSTITUTE OF TECHNOLOGY – NEW YORK)

2000-02

COPYWRITING DIPLOMA - BERGHS SCHOOL OF COMMUNICATION – STOCKHOLM

1999-00

COMMUNICATION AND MEDIA - YRKESHÖGSKOLAN – GÖTEBORG

1999

COPYWRITING, COURSE - FOLKUNIVERSITETET – GÖTEBORG

1995-98

SAMHÄLLSVETENSKAPSPROGRAMMET – MÖLNLYCKE

LECTURER:

BERGHS SCHOOL OF COMMUNICATION

Subjects: Copywriting for digital platforms and tone-of-voice

SIS (SWEDISH STANDARDS INSTITUTE)

Subject: Tone-of-voice

OTHER SKILLS AND INTERESTS:

SPORTS: FORMER PROFESSIONAL RIDER IN SHOWJUMPING, SWEDEN AND GERMANY

SPECIAL INTEREST: THE CHINESE MARKET AS A SPECIAL INTEREST, LIVING PARTS OF THE YEAR IN SHANGHAI FROM 2014.

FASHION PROJECT: MY FORMER FASHION WEBSITE WAS SELECTED BY THE BRITISH FASHION COUNCIL TO BE ON THE LIST OF: **THE 100 BEST FASHION WEBSITES IN THE WORLD.**

Let's connect! helena@sugarstories.se - [linkedin.com/in/helenaekstrom](https://www.linkedin.com/in/helenaekstrom) - sugarstories.se