

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 the **advertising industry** but more important: the love for storytelling, writing and brand strategies.

In advertising as a **copywriter from 2002** after a degree in copywriting at Berghs SoC – freelance since 2010. Former employee at **leading advertising, branding and digital agencies**. Work through the years also includes **creative direction**, editor-in-chief positions and digital content.

A wide background as a creative working in **Stockholm, London and China** in different fields of the creative spectra. The range of clients goes from **fashion to finance, education to retail among others**.

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, FI2-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 Stockholm office for the Nordic agency Centerteam. Head of creative/copywriter for the shopping center client Citycon and the Swedish market (7 shopping centers in Sweden), 2016-2019.

MAGAZINE DEVELOPMENT & WRITER

CITYLIFE MAGAZINE: Editor-in-Chief for Citylife magazine by Citycon. 7 versions (one for each shopping center in Sweden). In charge of the team, the creative content and the re-launch of the magazine. Edition: 360 000 copies per issue, 4 issues/year. 2016-2018

NK STIL: Fashion, beauty and product writer for the members magazine NK STIL by NK. Including the yearly Christmas edition. 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

Fashion stylist and visual storyteller in Stockholm and China. The work also includes creative direction and casting. Part of the art & fashion trio ARTER - producing fashion art work e.g for Radisson Hotels in Europe. 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