



# EMY WENNERBERG

# KRISTOFFERSSON

## Content Marketing & Communication

**Content marketing and communication specialist** with experience in content strategy, SEO optimisation, copywriting and digital platforms. Skilled at creating and adapting content to align with project goals and brand guidelines, focusing on visibility, engagement and delivering measurable results.

## PROFESSIONAL EXPERIENCE

### Co-creator, Techella AB | November 2022 - Today (Side Project)

- Creating and managing content for various digital channels, focusing on community-building.
- Responsible for designing and implementing a monthly newsletter.
- Co-creating events for our community.

### Communicator / Writer | Internet i Fokus | November 2024 (Volunteer)

- Produced engaging written content for digital marketing efforts.

### Writer | The Conference | August 2024 (Volunteer)

- Crafted summaries and copy for online platforms.

### Content Producer & Event Coordinator | Øredev AB | May 2023 - August 2024

- Planned and created content for digital platforms (web, social media, newsletters).
- Worked on graphic design and layout for both digital and print platforms (Illustrator, Photoshop).
- Managed social media communication and newsletters with over 10,000 subscribers (Mailchimp).
- Updated the company website using basic code changes in GitLab, aligned with organizational goals.
- Designed and updated the website in collaboration with a web designer (Figma).
- Established media and press collaborations.
- Coordinated event logistics, including managing partnerships and overseeing 30 volunteers.

### Partner Manager & Social Media | One Agency AB | April 2021 - May 2023

- Managed the freelancer and consultant community across Malmö, Stockholm, and Gothenburg.
- Led social media marketing initiatives.
- Participated in the launch of a new website, focusing on content structure and adaptation as part of the reference group.
- Organised partner events to foster community engagement.

For additional experience prior to 2021, please [visit my LinkedIn profile](#).

## EDUCATION

SIH, **Content Marketing**, 2024 - 2025 (deltid)

Grafiska Akademin, **Certified Graphic Designer**, 2024

Berghs School of Communication, **Copywriting**, 2024

Nordic Tech Institute, **Marketing in Social Media**, 2023

Nordic Tech Institute, **Digital Marketing**, 2023

## SKILLS

CONTENT MARKETING

SOME

GITLAB

COPYWRITING

PROJECT MGMT

FIGMA

LAYOUT & DESIGN

WORDPRESS

WIX

SEO