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most recent

ICON COLLECTIVE GRADUATE

Advanced Music Production Program @ Icon Collective College of Music
Los Angeles

FOUNDER & CURATOR

Founder of the producer collective "Femme Frequency" & curating independent **artist profile**
Los Angeles

BRAND SPECIALIST

Brand Specialist at Red Bull Sweden
Creator of multiple Global Brand & Event Best Cases
Stockholm

education & work experience

BACHELOR'S DEGREE

COLLEGE DIPLOMA

STUDIES

RODEN GYMNASIET
SOCIAL STUDIES PROGRAM
VALEDICTORIAN
FINAL SCORE 19.74/20

STOCKHOLM UNIVERSITY
MUSICOLOGY
ADVERTISING & PR
BUSINESS ADMINISTRATION

LUND UNIVERSITY
BUSINESS ADMINISTRATION
(15 ECTS)

DISTANCE COURSES
DIGITAL IMAGE EDITING
VIDEO EDITING
MUSIC INDUSTRY LAW

STOCKHOLM UNIVERSITY
BACHELOR OF ADVERTISING & PR

GARNISH MUSIC SCHOOL
MODERN MUSIC PRODUCER PROGRAM
6 MONTH INTRODUCTION COURSE

ICON COLLECTIVE COLLEGE OF MUSIC
MUSIC PRODUCTION PROGRAM (1 YEAR)
ADVANCED MUSIC PRODUCTION PROGRAM (6 MONTHS)

2013 | 2014 | 2015 | 2016-2017 | 2018-2019 | 2020 | 2021-PRESENT

NON-PROFIT

PLAY4CURE
FOUNDER OF MUSIC CHARITY PROJECT IN FAVOR OF THE CHILDREN'S CANCER FOUNDATION
2012.08 – 2013.06

BBC WW LONDON
2,5 MONTH MKT INT. INTERN
2013.06 - 2013.09

WORK

EDUCATION FIRST
SALES & MARKETING INTERN
2014.02 - 2015.04

RED BULL SWE
STUDENT BRAND MANAGER
2015.04- 2016.6

STUREPLANSGRUPPEN
EVENT STAFF/WAITRESS
2014.02 - 2015.04

RED BULL SWE
MARKETING SUPPORT
2015.09 – 2016.06
(part-time)

BBS MEDICAL AB
Key account management & creation of marketing material for family business
2014.02 - 2016.11

RED BULL SWE
WINGS TEAM SPECIALIST
2015.06-2015.09
(half-time)

RED BULL SWE
BRAND MARKETING ASSISTANT
2016.06 - 2016.09
(full time)
2016.09 – 2017.01
(part-time 60%)

RED BULL SWE
BRAND SPECIALIST
2017.02- 2023.04
PROJECT MANAGER
Red Bull Fly With Mondo
1 Minute Challenge @ Lukas Högberg
Red Bull Season of Festivals, Festival Quiz
Rooftop Run Club by Red Bull
RunKeeper #Runwithwings
Product Launch:
(Summer Editions,
Sugarfree Launch,
Red Bull Organics

other skills & trainings

SOFTWARE

Music Production:
Ableton & Logic Pro X (Advanced level)
ProTools & Wavelab (Intermediate)
Video Editing (Final Cut Pro)
Photo Editing (Photoshop & Lightroom)
Instagram Statistics & Analytics
Strategic content creation/editing/posting across social media platforms
Media investments Instagram/Facebook
Apple/Mac
Microsoft/PC/Office Pack
Mailchimp
PicMonkey
TubeBuddy
Google Analytics

LANGUAGES

SWEDISH
Native tongue

ENGLISH
Fluent

SPANISH
Lower intermediate
Level 1-4 Upper Secondary School
EF Madrid (3 Months intensive course)

OTHER

DRIVER'S LICENSE
(Swedish/International, class B)

DRONE LICENSE
(EU)

FOUNDER OF FEMALE ARTIST AND PRODUCER COLLECTIVE "FEMME FREQUENCY" 2021

MOST IMPROVED STUDENT AWARD ICON COLLECTIVE 2022

WINNER OF WARNER TALENT 2018

SPEAKER AT RED BULL MEDIA SUMMIT 2021

FORMER ELITE EQUESTRIAN

SCHOLARSHIPS

RUNE LJUNGDALS MUSIC SCHOLARSHIP 2019

SWEDBANK SCHOLARSHIP 2019

AAA FOUNDATION SCHOLARSHIP 2019

KEMPE-CARLGRENSKA FOUNDATION SCHOLARSHIP 2019

WORKSHOPS

RED BULL BRAND WORKSHOP
Business Plan 2016
Business Plan 2017
Business Plan 2018
Business Plan 2021
Spotify Idea Workshop

BRAND WORKSHOP
With BBC's Brand & Marketing Team
Brand Definition and Activation

CONTENT WORKSHOP
With BBC's Factual Planning Team
& Survival Expert Ken Hames

- Business & Marketing Intelligence
- Travel distribution
- Content commission

PROJECT SELECTION



1 MINUTE CHALLENGE





ROOFTOP RUN CLUB

runkeeper

#RUNWITHWINGS



FLY WITH MONDO



SEASON OF FESTIVALS

FESTIVAL QUIZ



PRODUCT LAUNCHES

- Red Bull Sugarfree Acai & Lime
- Red Bull Sugarfree Tropical
- Red Bull Summer Edition Coco 2018
- Red Bull Summer Edition Grape 2017
- Red Bull Organics (Lead copy & Launch concept)
- Red Bull Fly With Mondo
- 1 Minute Challenge @ Lukas Högberg
- Red Bull Festival Quiz

Project Manager: Elina Segall
(360 campaigns: From idea to final execution)

THANK YOU!

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