

With a passion for business-driving content

25+ years international B2B tech marketing experience. Helps companies create high-quality content that builds customer relationships, strengthens brand perception, and generates qualified leads. Combines strategic thinking, creative craftsmanship, and AI-boosted content production.

ai powered

Achievements

- Created content for 100+ B2B buyer journeys driving engagement and lead generation
- Developed content strategies with 20+ organisations
- Conducted 30+ workshops on ICPs, personas and buyer journeys
- Led several international content projects, including:
 - A website that won the Swedish Publishing Award (B2B)
 - A campaign site generating 500 leads in six months
- Delivered 20+ product launches and lead generation campaigns
- Produced content for Bankgirot's Bankdagar, Tieto's Bankdagen and Mobile World Congress in Cannes
- Developed sales kits and online sales portals for Bankgirot, Waldmann, Tools Group and Ericsson
- Created value propositions and service packaging for Arvato (payments), Paxport (travel SaaS/e-commerce) and Bankgirot (e-ID, e-invoicing)
- Negotiated 17 contracts (~€20M) with a Japanese mobile operator

Core Skills

- Writing trust-building, educational B2B content for all formats/channels (Swedish and English)
- Create concepts, structure and processes
- Efficient, AI-powered content strategy and content production (ChatGPT, Copilot, Gemini, Hubspot)
- Inbound marketing, lead nurturing by marketing automation
- Target audience analysis (ICPs, personas, buyer journeys)
- Tech: IT, AI, digital transformation, cybersecurity, cloud, fintech etc.
- Project management, content planning
- Value propositions and service packaging

Milestones

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| 2024- | Copywriter/Content Developer, itm8 (formerly AddPro)
Developing strategies and content within digital transformation, AI, and cybersecurity. Driving brand awareness and demand through articles, guides, case studies, reports, social media etc. |
| 2019-2024 | Senior B2B Copywriter and Content Strategist, StoryEdge
Assignments for Implema, WeSafe, Apendo, Atlas Copco and other businesses in partnership with agencies Grown, Structsales and Crescando. |
| 2016-2018 | Nordic Content Marketing Manager, Arvato Financial Solutions (now Riverty)
Led the content work with an international team (Nordics, Germany, agency) when Arvato built its inbound and marketing automation practice. Also served as editor and writer. |
| 2014-2016 | Marketing Executive, Paxport
Marketing lead focused on strategy, content creation, and leads generation. Packaged SaaS services for travel companies (clients included Thomas Cook, TUI, Apollo and SAS). |
| 2005-2014 | Communication Consultant, Nordic Morning (Aura) and Core Comp (Netpartnering)
Project management and content assignments for clients such as Bankgirot, SEB, and Tieto as subcontractor to Nordic Morning (Aura) and consultant at Core Comp (NetPartnering). |
| 2004-2005 | BSc in Marketing Communications, IHR/Stockholm University |
| 1993-2004 | Business-, Account- and Marketing Manager, Ericsson |
| 1993 | BSc in Marketing, Uppsala University |