

MAKING THE COMPLEX CLEAR AND ACTIONABLE



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 effective AI-powered processes.

Creative flow, strong teamwork and a good laugh now and then gives me energy.

ACHIEVEMENTS

- Created content for 100+ B2B buyer journeys driving engagement and lead generation (2014-2026)
- Developed content strategies with 20+ organisations (2016-2026)
- Conducted 30+ workshops on ICPs, personas and buyer journeys 2016-2026)
- Led several international content projects, including:
 - A website that won the Swedish Publishing Award in the B2B category (Paxport)
 - A campaign site generating 500 leads in 6 months (Arvato)
 - 20+ product launches and lead generation campaigns (2005-2026)
- Made the 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

SKILLS

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

EXPERIENCE

- 2024–2026 **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 and consultant at Core Comp Communication.
- 1993–2004 **Business-, Account- and Marketing Manager, Ericsson**

EDUCATION

- 2004–2005 **BsC in Marketing Communications, IHR/Stockholm University**
- 2001, 2004 **Copywriting, Berghs, Forsbergs (courses)**
- 1993 **BsC in Marketing, Uppsala University**