

## Work Experience



### **Founder and Managing Director**

LondonSwedes Ltd, London, UK

*April 2012 - Present*

- Community Building - Successfully founded and grew Sweden's leading expat community to be the biggest expat site for Swedes abroad, fostering a supportive and inclusive environment for individuals moving to the UK.
- Event Management - Planned and executed live events for ex-pats and anyone interested in Swedish culture, including everything from networking sessions and cultural exchange events to our bigger events like our annual Midsommar, Crayfish festivals, and Lucia Concert, bringing over 3000 guests together annually.
- Networking and Collaborations - Cultivated partnerships with local and global businesses, organizations and communities for over 10 years with a strong track record of successful partnerships.



### **Director of Events**

PR Sweden, London, UK

*April 2012 - Present*

We have planned and executed events for companies such as Ocado, Twingly, Nordic Spirit and the annual events for LondonSwedes. Alongside this, we have several private high-profile clients.

- Conceptualizing and Planning Events: Leading the creative development and planning of cultural events, including festivals, art exhibitions, and performances, while ensuring alignment with the business's promotion goals and target audience.
- Event Management: Overseeing the logistical and operational aspects of events, including venue selection, budget management, vendor coordination, sponsorship and facilities management to ensure successful execution.
- Promotion and Outreach: Developing marketing strategies and partnerships to promote cultural events and engaging with local communities, media, and cultural organizations to enhance event visibility and attendance.
- Planned and executed exclusive events for high-profile clients in exclusive locations, ensuring meticulous attention to detail, personalized service, and seamless coordination to deliver unique and memorable experiences

## Work Experience



### **Executive Assistant,**

Nectar Capital, London, UK

*December 2020 to December 2023 (3 years)*

I joined Nectar Capital during Covid when events were restricted, with the mutual agreement of staying 6 months to cover a maternity leave. This was extended to a 3-year 70% consultant role.

- Executive Support - provided high-level administrative support to senior executives and partners.
- Project Management - Assisted in the management of special projects, such as due diligence processes, investment research, and portfolio company support, by coordinating team efforts, tracking progress and maintaining project documentation



### **Assistant Project Manager (Influencer marketing)**

Pure PR, Stockholm Sweden

*March 2011 to March 2012 (1 year)*

- Identified and onboarded influencers and press
- Campaign Coordination - Made sure we had clear deliveries and timelines
- Performance Analysis and Reporting



### **Customer Service Agent**

Unibet, Malta

*November 2009 to January 2011 (1 year, 2 months)*

## Education History



### **Bachelor's Degree - International Business & Design Management**

Institution: Regent's University, London

*Year of Graduation: 2016*

- *Full-time scholarship awarded by Regent's University*



### **Diploma in PR**

Institution: LCIBS

*Year: 2012*

## Scholarships

### **Scholarship**

Received 3k for the development of the online community

*Institution: SWEA Swedish Women's Educational Association  
2019*

### **Scholarship**

**Received a 3-year Bachelor Degree from Regent's University for my work with LondonSwedes**

*Institution: Regent's University  
2012*