

# Aria Johansson

Sweden | Female | 27

## Experience Highlights:

- Freelance Creative Strategist (2 years): Developed branding strategies for small businesses and cultural startups. Designed campaigns, coordinated visual identity, created digital content, advised clients on social media growth. Managed timelines, budgets, and client presentations.
  - Volunteer Event Organizer, Stockholm Arts Festival (1 year): Coordinated workshops, artist communications, logistics, and community engagement events.
- Learning &

## EDUCATION

- Bachelor in Arts Management, Stockholm University, 2022: Courses in cultural project management, marketing, event planning, fundraising. Capstone: Strategy for local art exhibition.

Side

## SKILLS

Project Management, Social Media Strategy, Design Thinking, Communication

## PROJECTS

- Social Media Campaign for Eco-Brand: Increased engagement by 25% through storytelling content.

## LANGUAGES

Swedish (native), English (fluent), French (basic)

## HOBBIES

Painting, photography, hiking, volunteer coaching

## REFERENCES

Sofia Lindberg (Client), Johan Eriksson (Festival Coordinator)

## ACHIEVEMENTS

Featured in local creative magazine; Successful crowdfunding campaign for startup