

# Aria Johansson

South Korean | Female | 25

## *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**

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

Side

## **SKILLS**

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Project Management, Social Media Strategy, Design Thinking, Communication

## **PROJECTS**

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

## **LANGUAGES**

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

## **HOBBIES**

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Painting, photography, hiking, volunteer coaching

## **REFERENCES**

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

## **ACHIEVEMENTS**

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Featured in local creative magazine; Successful crowdfunding campaign for startup