

CV

Elin Jarlemark



Final year student with a genuine passion for marketing and communication, creating meaningful impact by combining creativity, strategy, and audience understanding. Social and attentive person with a high level of commitment. Versatile generalist, confident across the entire process from idea to production, execution and analysis. Experienced in using AI alongside traditional tools to enhance creativity and efficiency.

Digital Tools & AI Proficiency

- InDesign, Photoshop, & Illustrator
- Microsoft Office
- Canva
- Chat GPT
- Copilot
- Lovable

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Professional Experience

Marketing and Communications Intern, Business Region Göteborg (2025)

6 month internship. Developed and executed communication strategies and created content, targeting SMEs and the international brand *Invest in Gothenburg*, targeting FDIs. Designed print materials, graphic templates and a new podcast logo based on the company's updated visual identity. Created and analysed ads through Meta and LinkedIn.

Social Media & demonstrations, ICA Kvantum Lidingö (2022–2023)

Gap year between studies. Oversaw daily store operations. Managed the company's social media platforms, content strategies and analyzed engagement. Organized in-store events.

Marketing and Communications Intern, O-Ringen Åre (2021–2022)

Developed and executed marketing strategies, designed event spaces and assisted with promotional campaigns. Wrote articles for the O-Ringen magazine.

Marketing Team Intern, The Jubilee Expedition (2021)

Designed the expedition's visual identity, managed social media content, wrote news letters and coordinated sponsor outreach.

Barista & Content creator, Kaffebaren Åre / Löfbergs Lila (2019–2020)

Oversaw daily café operations while creating content for Löfbergs Lila's Instagram.

Education

Communication, Lodron Paris University of Salzburg (spring 2026)

Exchange semester.

B.S.c Media & Communication, University of Gothenburg (2023–2026)

Additional courses in Graphic Design at HDK Valand, Academy of Art and Design.

Event & Project Management, Campus Åre (2020–2022)

Higher Vocational Diploma.

High School, Viktor Rydberg Odenplan (2015–2018)

Social Sciences program, specialization in Behavioral Science.