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Dear Madeleine and the Norwegian team,

I saw your Content Developer opening and got really excited – this feels like exactly the kind of role I've been looking for.

I'm a designer who loves telling stories through visuals, and excited by the idea of doing that for a brand people actually care about. So here's the thing. I've been working with content creation for a while now, mostly with B2C companies, small businesses and startups. Most of my work has been in brand identity and website design – building visual identities that work across different touchpoints, making sure everything feels cohesive.

I work in Adobe Creative Suite pretty much every day – Photoshop and Illustrator are my go-tos, but I use Premiere and After Effects too when I need to make things move. I've previously done photo and video work, so I'm comfortable with that side of things too.

The storytelling part is what I love most. I think the best content happens when you figure out what you're really trying to say first, then build the visuals around that. Sometimes that means a quick social post. Sometimes it's something longer. The trick is making sure it feels like the same brand no matter what format you're working in.

I've worked with SEO and publishing before – it's not the most glamorous part of the job, but I get why it matters. I'm pretty organized when it comes to keeping track of what goes where and when, and comfortable working fast. Deadlines don't stress me out the way they used to.

The collaborative part sounds great, as I've worked with marketing teams before. I like that back-and-forth you get when you're actually in the same room – or on the same video call – throwing ideas around. I'm pretty good at taking feedback without taking it personally, which helps when you're working on tight timelines.

Travel? I'm definitely up for that. I believe it builds character and broadens your knowledge – there's something about seeing how things work in different places that changes how you think about everything else.

I think what I'm trying to say is: I like making things that work. And I'd really like to do that for Norwegian.

My CV is attached if you want to see the details.

I'd love to chat more about how I could fit into your team.

Best regards,

Jessie Macharia