



Sara Ekholm Resume

I'm a planner from Sweden equipped to tackle the modern media landscape. Fluent in Advertising, Branding, and Digital. Also a strong advocate of common sense.

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Work Experience

Planner, Volontaire, Stockholm – November 2011 - present

At the advertising agency Volontaire I am lead planner on half of the agency's accounts, responsible for research, brand strategy, creative briefing, client presentations, workshops, as well as pitching for new business.

I have proved the value of planning, going from being the only planner to today's four. Together we have built up a modern way of working that makes the ideation process a lot quicker and the communication we do for our clients more effective.

For example I have made Sweden's largest labour union Kommunal change their rhetoric from a judging, left point of view, into communication that everyone can understand and agree with, no matter profession, sex or political colour. See what we did [here](#).

As Volontaire has been growing and doubling in size the past four years I have playing a vital part in bringing in new business, and defining our work process and organization, something that put me in the Steering Committee in October 2014.

I have also been guest speaker in schools, for example I taught a whole class of advertising students a method of how to asses ideas and develop them in line with the strategy.

Clients: the Church of Sweden, Visit Sweden (tourism), Kommunal (labour union), the Swedish Brain Foundation, Froosh (smoothies), Libero (diapers), and Bonjour (bread).
Past clients: ProViva/Danone, Ikano Bank, and the Swedish Cancer Society.

Planner Intern, Volontaire, Stockholm - November 2011- February 2012

Research Intern, United Minds, Stockholm – March 2011 - May 2011

Education

Hyper Island, Digital Media, Stockholm – 2010-2012

Viktor Rydberg Gymnasium, Honors in Arts and GPA 20.0/20.0 – 2005-2008

Other Experiences

Manager, Max Hamburger Restaurants, Stockholm - 2009-2010

Hebrew studies and volunteering, Jerusalem & Ein Hanatziv - 2008-2009

Interests

On my free time I like to throw dinner parties, practice improvisational theater, do pilates, edit Wikipedia articles, and catch up on the latest tv-series drama.

References

Given upon request.