



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.

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

References

Given upon request.