

# VERONIKA LINDBLAD

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## SUMMARY

I'm a driven communicator who's about using marketing as a tool for real, positive impact. What motivates me most is crafting authentic, strategic communication that resonates with people and drives change. I thrive where creativity meets structure, and where strong values guide strong brands. My goal is to grow in a role where I can contribute to meaningful work and help organizations connect with their audiences in ways that matter.

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## WORK EXPERIENCE

### **Communications consultant** *Klimatriksdagen*

JUNE 2023 - PRESENT

I am responsible for creating animations and graphic content for various social media platforms, ensuring alignment with the organization's messaging and objectives. This includes producing visually engaging content that supports communication campaigns and drives audience engagement. Additionally, I contribute to the development of the organization's overall marketing strategy, focusing on content that enhances brand visibility and relevance.

### **Board Secretary** *Ypsilon Dalén Community Association*

JUNE 2021 – JUNE 2022

I was responsible for documenting board meetings and ensuring accurate and clear communication through high-quality meeting minutes. Additionally, I worked on developing a user-friendly website designed to meet the needs of the community association's members, focusing on accessibility, navigation, and a seamless user experience.

### **Finance and Sales Assistant** *Klimatsekretariatet*

MAY 2021 - JUNE 2022

I was responsible for managing the organization's financial processes, including assisting with the preparation of the annual report for 2020. I also served as the first point of contact for customers, providing assistance and ensuring satisfaction. Furthermore, I worked with the CRM system to maintain accurate customer data and improve communication efficiency.

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## EDUCATION

### **Bachelor in Market Communication and IT** *Stockholm University*

AUGUST 2022 - PRESENT

I am currently pursuing a Bachelor's degree in Marketing Communication and IT, a unique interdisciplinary program that blends strategic marketing with digital technology. This combination of skills enables me to develop innovative, data-driven marketing solutions that address the growing demand for expertise in interactive media, social media, and digital platforms.

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## ADDITIONAL INFORMATION

- **Scholarships:** I have received Novastipendiet 2020 and Kenneth gärdestadstipendiet 2018.
- **Publications:** I have published a fictional novel 2022. Title: *Arvtagaren*. Publisher: *Solentro*.
- **Trustee positions:** Board member in the Insparken, Ratosk and Klubbmästeri section at Studentkåren DISK.
- **Certifications:** I have completed training in responsible alcohol service by STAD.
- **Languages:** I am fluent in English and Swedish and have professional working proficiency in Slovak.