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Stockholm, Sweden

Website/Portfolio

Website / Social Links

- about.me/MattHope

Portfolio

- bit.ly/3sfSvML

Education

2:1

Music Production, Business and Marketing

Leeds College of Arts - 2004

Skillset

- Campaign Strategy
- Community Engagement
- Meta, Google, X, Snap, TikTok Ads
- Creator Partnerships
- Social Listening / Research
- Data Analysis
- Audio, image, video and copy

Certification

- Google Generative AI 2023
- Google Video Ads 2021
- YouTube Content 2021
- Google Analytics 2021

Matt Hope

Content and Social Media Strategist

Creative Social Media Strategist with a passion for results and a proven track record of success in developing and executing social media campaigns that achieve measurable results. I have a deep understanding of the social media landscape and I am passionate about using social media and partnerships to build brands, connect with audiences, and drive sales.

Relevant Experience

2021 - 2023

Epidemic Sound | Stockholm, Sweden

Head of Social / Senior Content Strategist

Responsible for developing and executing social media strategies using both paid and organic content to build and maintain brand awareness and engagement on owned channels. Working closely with production teams to nurture creator and influencer partnerships and creative brand content styles. Maintain brand awareness toward both global and localised audiences. Additionally, setting new growth and engagement strategies and innovative ways of working among fast changing trends and creative demands. Key result: Relaunching TikTok profile with 100k+ new follows in a week.

2021 - 2021

Publicis Groupe | Stockholm, Sweden

Paid-Social Team-Lead for Samsung Nordics Client

Led paid social advertising campaigns team for brand and e-commerce for a world-renowned, big-budget FMCG Tech brand across multiple Nordic markets and languages. Developed and implemented creative and technical strategies, planned and executed campaigns, optimised performance, and actioned insights, synchronising with other key digital marketing channels. Achieved significant multi-channel ROI growth and tested new content strategies on Snap, reaching millions and engaging thousands. Key result: Increasing engagement rates on Snap by 50% with custom/branded augmented filter.

2018 - 2021

TheLocal.com | Stockholm, Sweden

Social Media Manager

Stockholm based / Europe-wide: National news in English in seven countries
Paid/Organic social strategy across 10 countries and 40+ profiles. Engaging Expat readership for digital subscriptions and app downloads with News, guides, jobsite and brand partnered native content for clients like AXA, Lufthansa, Volvo and Hello Fresh.
Key result: Growing a active 10k+ member Facebook group of Travel Influencers in partnership with Lufthansa Airlines.

References

Pinja Papinsaari

Head of Marketing Management - Epidemic Sound
Pinja was Senior to Matt at Epidemic Sound

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Email: Pinja.Papinsaari@epidemicsound.com

Sophie Miskiwi

Agency Partner at Hark
Team mates within The Local creative studio

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