



# LOUISE RINGHEIM FOSS

COPYWRITER / TRANSLATOR / SENIOR  
DIGITAL CONTENT SPECIALIST

## ABOUT ME

- Talented and creative Copywriter, Translator and Layout designer with a strong background in marketing and creative content.
- Trilingual (Swedish, English, Danish).
- Expert in tailoring content to different target groups.
- Well used to working in different CMS tools such as Wordpress & Wix.
- Self-motivated, ambitious with a high work ethic.

## WORK EXPERIENCE

### FREELANCE COPYWRITER & TRANSLATOR

UNITY LIVING 2021-PRESENT

UNITY is the Nordic region's first micro living concept with space-efficient living spaces combined with shared social spaces, flexible workplaces and modern facilities.

#### My work assignments:

- Translating and modifying UNITY's entire website from English and Danish into Swedish.
- Social media copy
- Newsletter copy to all of UNITY's members, customers & prospects.

### FREELANCE COPYWRITER

MILD AGENCY APRIL 2022-PRESENT

Mild is a full service digital agency that helps its clients with strategy, design and technology.

#### My work assignments:

- Writing compelling cross-channel copy for web content including landing pages, SoMe posts, customer case studies and news articles.

### FREELANCE COPYWRITER & LAYOUT DESIGNER

HILDEGUN NOV 2021-PRESENT

Hildegun is a communications agency and professional LinkedIn-coach.

#### My work assignments:

- Create original and compelling copy for various web content and print products, such as news articles, web pages, flyers, roll-ups etc.
- Develop brand profiles and creative advertising content for various media including banners, SoMe-posts and business cards, while ensuring maximum brand awareness of target audience/market.

### FREELANCE TRANSLATOR

MAGASIN DU NORD WEBBSHOP 2021-2022

Magasin is the biggest chain of department stores in Denmark.

#### My work assignments:

- Translated landing pages and e-commerce texts on topics such as fashion, interior design and beauty, from Danish into Swedish.

### SENIOR DIGITAL CONTENT SPECIALIST AND LAYOUT DESIGNER

KEYSTONE EDUCATION GROUP 2008-2021

Keystone Education Group (former Educations Media Group) is a leader in marketing expertise for education worldwide, which I have been involved in building up from startup level.

#### My work assignments:

- Writing press releases, guides, newsletters, social media posts, blog posts, articles and surveys.
- Production and layout of newsletters to the company's 70,000 recipients every month.
- Developing the website and creating high quality and search engine optimized content.
- Create appealing ads, banners, images and produce printed products such as; advertisements, catalogs, service documents and newspapers.

## EDUCATION

### BACHELOR IN MEDIA AND COMMUNICATION SCIENCE

STOCKHOLM UNIVERSITY & SÖDERTÖRN UNIVERSITY

### COPYWRITING

BERGHS SCHOOL OF COMMUNICATION

### INBOUND MARKETING

HUBSPOT ACADEMY

### WEB PSYCHOLOGY AND BEHAVIORAL DESIGN

SVERIGES KOMMUNIKATÖRER

### JOURNALISM

JOURNALIST AKADEMIEN

## CONTACT INFORMATION

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