

PROFILE

Marketing producer with a background in experiential marketing, event production and digital content. Strongest where creative ideas need to become real: timelines, people, assets, vendors, clients and deadlines. Work has covered sponsorship activations, live events, digital campaigns and brand experiences across the US, with a practical, hands-on approach that fits fast-moving teams. Now studying for a Master in Communication at the University of Gothenburg.

TARGETED STRENGTHS

Production planning	Event logistics
Creative project coordination	Stakeholder management
Vendor communication	Sponsor activation
Post-event reporting	Budget & invoice tracking

EXPERIENCE

Producer, Partnerships & Operations

Jan 2022 – Present

WagsWorks · Remote / Portland, USA

- Produce sponsorships end to end for US festivals and concert series: pitch decks, packages, contracts, COIs and partner approvals.
- Oversee on-site activations and deliver post-event recaps and reporting.
- Run invoicing, bookkeeping and financial tracking across clients and events.
- Designed and built the software the agency runs on: deal pipeline, paperwork, invoicing and guest lists.

Field Crew Manager (Subaru + Chaco Footwear)

Feb 2020 – Sep 2026

The Field Scout · USA

- Led field teams for national brand activations, including Subaru and Chaco Footwear programs.
- Managed onsite logistics, inventory, reporting, client communication and event execution in fast-moving environments.
- Translated consumer feedback and event results into practical post-event insights for clients and internal teams.

Marketing Producer

Apr 2020 – Jun 2021

MusicPortland · Portland, USA

- Produced livestreams, industry meetings and community events for Portland's music industry association.
- Managed social media, website updates, newsletters, databases, invoicing and stakeholder communication.
- Supported the Executive Director with client relations, grant administration and operational planning.

Brand Manager

Jun 2015 – Feb 2020

DoStuff Media / 503 Media & Events · Portland, USA

- Managed content, promotions and digital campaigns for local events, venues and brand partners.
- Worked with development, sales and content teams to launch new digital products and improve internal workflows.
- Led interns and content managers while maintaining client communication and campaign delivery.

EDUCATION

Master in Communication — University of Gothenburg

2026 – 2028

Gothenburg, Sweden · Organisational Communication track

B.A. Business Administration — Advertising Management

2013 – 2017

Portland State University · Portland, Oregon, USA · Thesis: *Brand Building for Small Business*

TOOLS & LANGUAGES

Tools: Google Analytics · Meta / Google Ads · Mailchimp · HubSpot · Salesforce · Asana · Airtable · Google Workspace · QuickBooks · Canva · Adobe Creative Suite · Squarespace · Claude · ChatGPT

Languages: English (native) · Swedish (working proficiency) · Spanish (intermediate) · German (basic)