



# sara karlsson

Graphic Designer & Content Creator.



## PROFESSIONAL EXPERIENCE.

2020 - PRESENT

**Graphic designer,**  
**Air Napier & Mama Brown (SO Capital owned).**  
20-25h/week part-time position in Napier with Graphic Design tasks such as PowerPoints, Social media content and Web Design in Wix & Weebly and restaurant branding content (social media posts, menu design & posters).

2018 - PRESENT

**Graphic designer & Content Creator,**  
**Freelance/Self-Employed.**  
A variety of English & Swedish assignments & tasks as freelance Graphic Designer & Content Creator. Work for Markslöjd (Sweden) September 2019 - March 2020 and currently for Clash n Match (NZ) since March 2021.

2015 - 2018

**Art director & Graphic designer,**  
**Markslöjd.**  
Graphic production of catalogues, brochures, signs and ads. Administration of Instagram with posts (English and Swedish) and videos.

2013 - 2015

**Search engine optimizer,**  
**Getupdated.**  
Statistics and analysis in Google Analytics and Search Console. Conductions of copywriting in English and Swedish and web design.

2012

**Traineeship/Marketing assistant,**  
**EatGood.**  
Graphic production of mailings, brochures and company and product documents. Administration of website and social media (English and Swedish).

## ABOUT ME.

Some call me a travel & yoga freak, some call me a **Graphic Designer & Content Creator.** 9+ years work experience has surely given me a creative eye for design, details & structure. Visit my portfolio for my designs; [www.sara-karlsson.com](http://www.sara-karlsson.com)

## EDUCATION.

2009 - 2012

**Interactive Media & Web Technologies,**  
**180 cr.**  
Linnaeus University, Växjö, Sweden.

Additional courses 2009-2012 & 2019

Graphic production/design 7,5 cr.

Marketing 7,5 cr.

Typography, form and graphic tools, 15 cr.

2004 - 2007

**Education involving Cultural, Language & Civics orientation.**  
High school (Marks Gymnasieskola) Skene, Sweden.

## SKILLS.

ADOBE INDESIGN



GOOGLE ANALYTICS



ADOBE ILLUSTRATOR



GOOGLE SEARCH CONSOLE



ADOBE PHOTOSHOP



WORDPRESS



WIX, WEEBLY & SQUARESPACE



MAILCHIMP



SOCIAL MEDIA MANAGEMENT



MICROSOFT OFFICE & IWORK OFFICE



## OTHER SKILLS.

Driving license since 2007 (NZ translated).

**English:** Very good knowledge, both spoken and written.

**Swedish:** Mother tongue.

## IN MY SPARE TIME.



Walks



Biking



Yoga



Read



Vegan cooking



Music



Travel