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## CURRICULUM VITAE



*I had the honor to meet former Secretary General Ban Ki-Moon during my internship at United Nations HQ in New York. UN photo by Eskinder Debebe*

### PRIMARY QUALIFICATIONS

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I have considerable experience within national and international humanitarian work with a focus on communications, gender and the Global Goals, especially on Sustainable Consumption. I have held several managerial positions and am an excellent team player. I have integrity, am professional and a self-starter, charismatic, perform excellent on short deadlines and am very creative. My academic qualifications are in political science (BA) and global studies (MA), with a focus on gender and conflict resolution. My secret talent is easy understanding of technical applications, PR, diplomacy and always having a problem-solving attitude.

### EDUCATION

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- 2016-2017      **Value-based Leadership, The Scouts Folkschool, funded by his Majesty Carl XVI Gustaf's foundation for Young Leaders.**  
*An advanced leadership course for about six months for young leaders who work in civil society.*
- 2012- 2015      **Master's degree in Global Studies at the School of Global Studies, University of Gothenburg, Sweden.**  
*An interdisciplinary program resulting in a very good understanding of analyzing global events from different perspectives. Is categorized as International Relations/Social Sciences. I studied gender and sexualities across cultures, methods in conflict resolution and several globalization courses with a gender-based research within Swedish printed Media and it's reporting about rape.*
- 2009-2012      **Bachelor's degree in International Politics and Economics with a major in Political Science and a minor in Economics, University West, Sweden.**  
*Resulting in a very good understanding of how to do intelligence analysis, knowledge in political and geographical economy, alongside with a Human Rights and Women's Rights perspective from the Political Science discipline. I graduated with honors with a gender-based research within Swedish printed Media and it's portraying about rape.*

## AWARDS / RECOGNITIONS

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- 2016-2019 **Broad PR for the Swedish NGO Medveten Konsumtion (Conscious Consumption), especially with the campaigns "White Monday" and the Swedish version of "Buy Nothing Day"**  
*Since I started my assignment as Secretary General in the organization, we have participated in national TV 25+ times and several hundred of times in different newspapers. We've been commenting Overshoot Day, International Consumers Day, sustainable consumption, circular economy and other related topics frequently.*
- The results of the campaign WHITE MONDAY 2018:  
25 million in reach  
1600 in media exposure  
11 TV features  
66,000 engagements of social media  
1556 mentions  
160+ companies, organizations & influencers cooperated*
- 2015 MAR **Independently organized an Internal Photo-Campaign for raising awareness about WFP's work and Women's Empowerment for the International Women's Day, World Food Program, Rome, Italy**  
*WFP's Executive Director Ertharin Cousin participated and uploaded the photo as her official Twitter photo. I came up with the idea, performance as well as the recruitment and coordination of 22 interns.*
- 2012 MAY **Award for best written thesis, University West, Trollhättan, Sweden**
- 2011 APR **Diplomaed Young-ambassador for Human Rights by Sweden's former Minister of Integration, Erik Ullenhag.**
- 2011 DEC **Incentive premium for openness, respect and professionalism from Uddevalla Municipality, Executive Office.**

## WORK EXPERIENCE

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- Jan 2016 – Present **Secretary General, Medveten Konsumtion (Conscious Consumption) (Swedish NGO), Stockholm, Sweden**  
*Conscious Consumption is a Swedish non-profit organization, which works for an increased consumer power by offering tailor-made lectures and workshops, running campaigns in circular and sharing economy such as White Monday and Buy Nothing Day, organizing related events such as the biggest flea market in the Nordic Countries, serve as a referral body to the Swedish Government in sustainable consumption and advocacy. As Secretary General, I am mainly responsible for: Representing the organization to the public and media, Budget & finance, Operational planning, Personnel & administration, Economical growth, PR, fundraising and I often hold public speeches.*
- Feb 2017 – May 2017 **Acting Executive Chief, FNUF - Norden Association Youth League, Stockholm, Sweden**  
*FNUF is a non-profit organization that works to strengthen young people's opportunities in the Nordic countries. It does so by create a*

*platform where young people can meet; to increase understanding between cultures and languages; strengthening the conditions for young people's mobility; and to promote an international Nordism; FNUF contribute to a sustainable peace in the region. This was an interim solution while recruiting a new Executive Chief to the Office of Execution as well as a part-time job in addition to my commitment as a member of the federal board. I was primarily responsible for: supervision and management, budget & financial management, develop a business plan, internal communication and managing existing networks and relationships.*

Feb 2016 – Dec 2016

**Project Manager, RealStars (Swedish NGO), Stockholm, Sweden**

*The non-profit association RealStars works for Fair Sex - Against Trafficking. The part-time position mainly consisted of: developing and managing ambassadorial activities, coordinate and recruit volunteers as well as volunteer assignments, develop and lead a fair sex ambassador training, lecturing / public speeches, CSR policies within gender and sustainability, creating public opinion / public relations, increased communication to boost fundraising.*

Nov 2014 – May 2015

**Fellow, Internal Communications, Partnership and Governance Service Division (PGM), United Nation's World Food Program (WFP) Headquarters, Rome**

*Conducted a fellowship as an Internal Communications Officer where I was in charge of Google Analytics to improve communications and worked with gender-related matters such as informal trainings, writing and publishing creative articles, participated in workshops, and the overall re-structure of WFP's internal website where I worked with WFP's overall taxonomy and content and knowledge management systems. I increased my understanding of the issues of organizing and labeling information for employees from wide cultural, geographical and knowledge diversity; gender and communications; as well as UN and WFP rules and infrastructure.*

Nov 2013 – Apr 2014

**Intern, Information Management Unit (IMU), Department of Public Information (DPI), United Nation's Headquarters, New York**

*Developed my specialized knowledge of UN rules, regulation, infrastructure, and workflow as an Information Management Intern with the UN Department of Public Information at Headquarters in New York. My role consisted in providing knowledge management support to the global network of United Nations Information Centers. In this capacity, I interacted with the Office of the Spokesperson of the Secretary-General, Heads of Offices, and Public Information Offices around the world to help disseminate key UN messages to a local audience and in local languages.*

Mar 2014 – Apr 2014

**Intern, News and Media Division, Department of Public Information (DPI), United Nations, HQ, New York**

*I helped to develop a dictionary for a speech-to-text-machine that was going to be used for the Spokesperson of the Secretary General's daily noon-briefings. This was a project with a very short time limit, and I developed my knowledge about UN communications applications and UN working terms.*

Apr 2010 – Jan 2014

**National Coordinator, Acting Head of Office and Young Ambassador for Human Rights at Youth Embassy, Executive Office, Uddevalla Municipality, Sweden.**

*Diplomaed young ambassador for Human Rights by the former Swedish Minister of Integration, Erik Ullenhag, within an EU-financed project, Youth Embassy. In short, the project worked with communications in various forms; it aimed to battle values and behaviors that were incompatible with the human rights and the equal rights of all primarily through lectures, dialogue groups and mentoring. Within this capacity, I've learned to understand and work in a multi-cultural environment, how to be professional and to acknowledge my own prejudices in order to fight others'. I received a great deal of media experience and received several responsibility tasks beyond my role as a young ambassador; I was the national coordinator for 2,5 years and supervised 39 youth colleagues, was hired as a consultant for Human Rights and Women's Rights for another project within the region, and included in the reference-group to the project. I was also the Acting Chief of Office during the summer of 2013 as well as when the Chief was out of office*

May 2010 – Jun 2015

**Sales Representative, Guldfynd, Trollhättan, Sweden**

*In my profession as a sales representative at this jewelry store I represented the store, kept track of the store's budgetary-goals and performed thereafter, helped clients, received and send deliveries, unpacked and replenished inventory, and special ordered items. I was always at the top two in sales in our store and learned to be humble and service-minded which clients often acknowledged.*

Sep 2010 – Jan 2011

**Internship at the Executive Office, Uddevalla Municipality, Sweden**

*Conducted a six-month internship during my bachelor. Among other things I was responsible to develop a new EU project application for continued funding (which later was approved).*

Sep 2009 – May 2012

**Student ambassador, University West, Sweden.**

*I represented the University on official events. In addition to this role I had the responsibility to hold self-designed lectures for new students, the marketing on Facebook and social media as well as the recruitment for new student ambassadors during the autumn of 2011.*

Oct 2010 – Jul 2012

**Information Officer, Skyddsnet, Save the Children Sweden and Brottsofferjouren, Sweden.**

*Certified within the UN Convention of the Child in Skyddsnet, a cooperation between Save the Children Sweden and the Help for Crime Victims Sweden (Brottsofferjouren). The course gave me a deeper understanding of the Convention and how it can be applied and communicated in the society. I was educated to hold lectures within the field.*

*Moreover, from 2005 – 2012 I worked within client-oriented extra-jobs in a motel/restaurant as well as a sales representative in supermarkets. To take part of any of my letters or recommendations and/or certificates, please contact me.*

**COURSES / WORK CERTIFICATES**

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Dec 2014 – Dec 2014

**Training in How to Write Creative Articles, UN's World Food Program, Rome, Italy**  
*Informal Training*

Dec 2014 – Dec 2014

**Certificate Basic Security in the Field, UN's World Food Program, Rome, Italy**

Dec 2014 – Dec 2014	<b>Communications and Gender, UN's World Food Program, Rome, Italy</b> <i>Training in how to apply a gender perspective when communicating</i>
Nov 2014 – Nov 2014	<b>Certificate in Understanding Masculinities and Ending Violence against Women and Girls, UN Women and World Food Program training, Rome, Italy</b> <i>A two days training with UN Women and WFP's Gender Office. Also participated in a seminar with a lecture from PhD Michael Kaufman</i>
Dec 2013 – Dec 2013	<b>Employment Seminar by UN Secretary General Ban-Ki Moon, UN Seminar, New York, USA</b> <i>Seminar on UN Employment where I had the chance to meet UN Secretary General Ban-Ki Moon</i>
Dec 2013 – Dec 2013	<b>Unite Docs (IBM FileNet), UN Certificate, New York, USA</b> <i>Training in UN Application</i>
Nov 2013 – Nov 2013	<b>Integrity Awareness Initiative. UN Certificate, New York, USA</b> <i>Certificate in Integrity Awareness Initiative</i>
Nov 2013 – Nov 2013	<b>UN Prevention of Harassment, UN Certificate, New York, USA</b>
Nov 2013 – Nov 2013	<b>Seminar on UN's challenges and Future, UN Seminar, New York, USA</b> <i>Seminar on UN's future challenges by UN Deputy Secretary General Jan Eliasson with a following mingle where I had the chance to meet Mr. Jan Eliasson</i>
Oct 2012 – Nov 2012	<b>Convention on the Rights of the Child, Stockholm, Sweden</b> <i>Certificate by Save the Children Sweden to become an Information Officer</i>

## COMPUTER SKILLS

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Microsoft Excel	Excellent
Microsoft Power Point	Excellent
Microsoft Word	Excellent
HTML-code	Very Good
SPSS	Good
Adobe Photoshop	Basic Knowledge
Google Analytics	Excellent
Joomla	Basic
Wordpress	Excellent
Twitter	Proficient
Instagram	Proficient
Facebook	Proficient
LinkedIn	Proficient

*I am a very quick learner when it comes to technical applications.*

## LANGUAGE SKILLS

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Swedish	Proficient
English	Proficient
German	Intermediate/Good
Spanish	Basic/intermediate
Italian	Basic

Norwegian  
Danish

Perfect reading and understanding  
Perfect reading and understanding

## ASSOCIATION ACTIVITIES

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- 2018 – present      **Member of the Board of Directors in a housing cooperative, Stockholm Sweden**  
*We supervise the work and economy for 255 apartments.*
- 2016 – 2017      **Member of the Board of Directors, FNUF - Norden Association Youth League, Stockholm, Sweden**  
*FNUF - Norden Association Youth League, is a politically independent non-profit organization that works to strengthen young people's opportunities in the Nordic countries. My main focus was: strategies, sustainability, conflict resolution. I represented and created Nordic platforms & networks for young people working with gender and sustainability issues. As an example, I represented the LSU Youth delegation in the "7th EU Strategy for the Baltic Sea Forum" in November 2016, focusing on Agenda 2030.*
- 2017      **PR and Social Media Associate, 109 World, Stockholm, Sweden**  
*109 World is an international charity funded by Rachel Brathen (Yoga Girl) and Olivia Rothschild. I helped to organize local fundraising events and create social media posts as well as work with the public relations locally in Sweden.*
- 2011-2012      **Chairman, VästEko, University West, Sweden**  
*A committee within the student union at University West which represents all economic-oriented students' interests. I worked with educational affairs, events and meetings with school management. I also organized events for students, led meetings, and participated in national trainings and board work with SERO (Sveriges ekonomföreningars riksorganisation).*
- 2010-2012      **Founder, Columnist & Communications Coordinator, Student Editorial staff, University West, Sweden**  
*A committee within the student union at University West. I re-started the student editorial staff since I wanted to write and work with communications. Today the student editorial staff has a collaboration with a national paper, Metro – Västsides, as well as with the local newspaper, THN 7 Dagar, where I was a columnist for 1,5 year. I also worked non-profit as an advertisement coordinator and had contact with many local businesses in the town Trollhättan.*
- 2011 & 2012      **Project leader, event SM in Economics, University West, Sweden**  
*Was made in the context of the board's work in the committee Västeko.*
- 2011      **Project assistant, labor-market day InWest, University West, Sweden**  
*Was made in the context of the board's work in the committee Västeko*
- 2010-2011      **Secretary, VästEko, University West, Sweden**  
*Refer to the above description of the Committee Västeko. As a secretary, I was responsible for the protocols, the coordination of meetings as well as the administrative advocacy work for the board.*

- 2008-2009                    **Commissioner, Student Committee, Folkuniversitetet Trollhättan, Sweden**  
*I organized and planned the high school prom.*
- 2006-2009                    **Ambassador, Folkuniversitetet Trollhättan, Sweden**  
*Represented and marketed my former high school on official events.*
- 2005-2006                    **Chairman, School Council, Kristinebergskolan, Åmål, Sweden**  
*At age 15, I got media experience by engaging the whole school in a fundraising to build schools in Zambia.*
- 2003-2005                    **Representative, School Council, Kristinebergskolan, Åmål, Sweden**
- 2001                            **Secretary, School council, Södra Skolan, Åmål, Sweden**

## REFERENCES

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*Please contact me for Letters of Recommendation and/or for references.*