

Experience

Content Designer, Nettdesigneren Lausund (2020-)

My roles: Content Manager, Content Producer, Visual Content Producer, and Web Manager. Some of the tasks are to write Norwegian and English texts; create images, graphics and videos; optimize for search engines (SEO); publish and distribute content in multiple channels to reach different audiences; organize content, create and manage your own websites with WordPress. Read more at: <https://en.lausund.no/content-designer/>

Webmaster, Nexans Norway AS (2008-2020)

Responsible for creating and operating websites, forums and blogs; website structure; "back office" administration; create and arrange trainings for content owners across six locations. Responsible for multimedia archive (DAM) and digital signage solution. Assisted with writing and publishing articles for internal and external channels; image and video editing; create and further develop presentations; prepare graphic material for ads (offline & online), roll-ups and trade shows; develop templates for email, newsletters, PowerPoint and digital signage.

Web Editor, Nexans Norway AS (2000-2008)

Some of my tasks were to write and publish articles on the intranet and external website as well as contribute with articles to the internal magazine; maintain and organize content; translate shorter texts into/from Norwegian-English; prepare and distribute newsletters; image editing; develop graphic material for newsletters, blogs and forums.

Group Leader/Logistic Consultant, Nexans Norway AS (1998-2000)

Planning and purchasing of pre-produced cable. Follow-up of suppliers within Nexans Group as well as external suppliers.

Sales Consultant, Nexans Norway AS (1995-1998)

Telephone support towards Norwegian wholesalers and installers as well as export customers. Registration and follow-up of orders, invoices and advertisements.

Sales Consultant, Kalenderforlaget AS (1993-1995)

B2B sales of calendar products with advertising. From the fall of 1994, I was also responsible for the ads production at the calendar products.

Education

Certified Digital Marketing Professional, Digital Marketing Institute (2020)

The certification included subjects like: Content Marketing, Social Media Marketing, Search Engine Optimization, Paid Search (PPC) with Google Ads, Display and Video Advertising, Email Marketing, Website Optimization, Analytics and Digital Marketing Strategy.

Information Design for the Web, Design at Work Learning Network (2006-2007)

The theme of the study was the graphic expression or design of a website. Among other things, it explored how different colors, different fonts, images and graphics affect us - both individually and together. And what works on the web vs paper.

E-commerce and Web Development, IT-Akademiet (2000-2001)

The study included e-commerce theory, network and Internet administration and the programming of database solutions. Exam project: Develop and document a web solution for a business.

Web Design, Aktiv Oppl ring (1999-2000)

We learned how to plan and develop a website with HTML & CSS. How text and graphics are rendered in browsers also included image editing and optimization of images for the web as part of the study.

Master of Business and Marketing, Handelsh yskolen BI (1984-1988)

Four-year study with three main themes: Business economics, marketing and business management. The study was completed with a master's thesis.

Professional Trainings

Web Publishing with Wordpress, Webgruppen (2020)

Social Media for NGOs, Webgruppen (2020)

Become Your Own Video Producer, Webgruppen (2020)

Adobe Premiere Pro Basic Course Module 1, Qross Kurscenter (2019)

SAP BO 4.1 Web Intelligence: Report Design (BOW310), Affecto Academy (2016)

Fotoware Certified System Engineer, Fotoware Academy (2014)

Masterclass with Garry McGovern, Netlife Research (2009)

How to Write for the Web, Kommunikasjonsforeningen (2005)

Basic Course in Communication, Kommunikasjonsforeningen (2003)



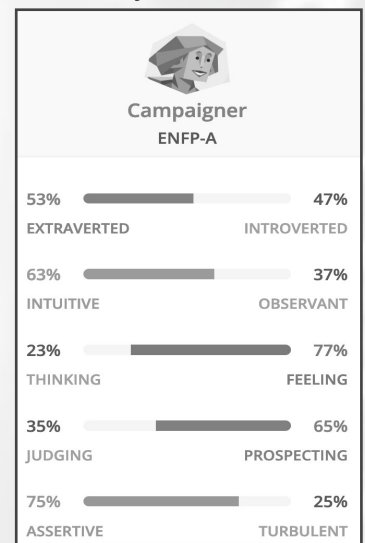
Kristina Lausund

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Personality Test



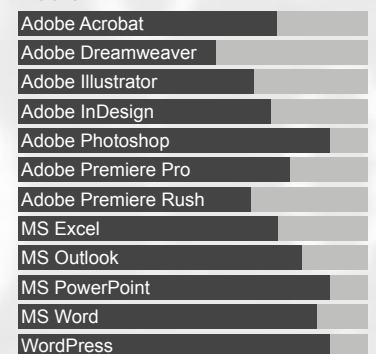
NERIS® Personality Test:

«People with this personality are described as enthusiastic, creative and socially free souls who always find a reason to smile». Visit lausund.no.

Language

Norwegian (spoken) ●●●●●●●●
Norwegian (written) ●●●●●●●●
English (spoken) ●●●●●●●●
English (written) ●●●●●●●●

Tools



References

On request

Other Roles

Board member, Oppeg rd janitsjar
Chairman of the Board, Sameiet
Holbergsvei 1

