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 Opplæring (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, Handelshøyskolen 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 Kurssenter (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)



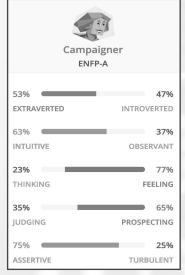
Kristina Lausund

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+47 - 913 03 293

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 <u>lausund.no</u>.

Language

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



Tools

Adobe Acrobat
Adobe Dreamweaver
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe Premiere Pro
Adobe Premiere Rush
MS Excel
MS Outlook
MS PowerPoint
MS Word
WordPress

References

On request

Other Roles

Board member, Oppegård janitsjar Chairman of the Board, Sameiet Holbergsvei 1

Toolbox

After more than 30 years as a PC and Windows user, I included Mac and Apple in my toolbox in 2019. I use Photoshop, PowerPoint, Word and Wordpress on a daily basis.

Adobe CC



I started to use Photoshop to optimise images for the web, but gradually it was expanded to include graphic design. I use Photoshop on a daily basis, also to create sketches and simple vector graphics. Depending on what projects I work on, I often use Acrobat, InDesign and Illustrator. In recent years I have added video editing with Premier Pro, and will shortly include Premiere Rush to be able to edit video "on the fly". I would like to create my own WordPress design with Dreamweaver in the future.

Wordpress CMS



I buy domains, create, maintain and operate my own websites on two different web hosting sites. To organize the content, I use the WordPress Content Management System (CMS). By using WordPress block based editing tool Gutenberg along with "Full Site Editing" themes, I can also edit the entire site (navigation, header and footer).

Microsoft 365



I use Word and PowerPoint on a daily basis, also when writing texts for web. For other tasks such as publishing planning or website navigation, I use Excel. I also merge text in Word with names and addresses from Excel. After testing various options, Outlook remains my preferred email client.

LinkedIn Learning



To update and further develop as a content designer, I recently adopted LinkedIn Learning, a learning platform with more than 5,000 courses and videos in business, technology-related, and creative skills.

OBS Studio



In the near future, I will study how the YouTubers use OBS Studio, an open source program for streaming and recording. This will be an important tool when creating online courses and webinars in a bit.

Zoom og Teams



I'm considering both Zoom and Teams as a platform for online seminars, but need to test with both Mac and PC to find whether my optimal mix will be Zoom, Teams or a combination.

Fildeling



I have used Dropbox for many years to store and exchange digital documents. I can also share documents via iCloud and OneDrive, and Google's free options on request.



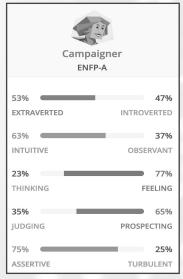
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