Experience

Content Designer & Content Creator, 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

freelance@lausund.no
www.lausund.no

My name is Kristina Lausund, and I live just outside Oslo, Norway.

After more than 20 years working with digital content and webpages, I have built a broad and varied expertise from positions such as web editor and webmaster.

As a digital solopreneur and freelancer, I focus on creating good user experiences with useful content in the roles of content designer and content creator. And I continuously update and expand my expertise.
Read more: en.lausund.no

Digital Marketing

- Analyzing
- Display & Video Ads
- E-mail/Automation
- Google Ads
- Search Engine Optimization (SEO)
- Content Production (text, images, video)
- Content Strategi
- Webpages (WordPress CMS)
- Social Media

Language

- Norwegian (spoken) ●●●●●●●
- Norwegian (written) ●●●●●●○
- English (spoken) ●●●●●●○
- English (written) ●●●●●○○

Tools

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

References
On request

Other Roles
Oppegård janitsjar: Member of the board, member of the music committee.
Boligsameiet Holbergsvei1: Board leader.

Toolbox

After more than 30 years as a PC and Windows user, Mac and Apple were added to my toolbox in 2019. WordPress, Adobe Photoshop og Express, Word and PowerPoint are some of the tools I use on a daily basis.

Adobe CC

The first Adobe program I added to my toolbox was Photoshop, when I started to optimize images for the web at the turn of the millennium. But over time, my use of the application 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'm working on, I often use Acrobat, InDesign, and Illustrator. In recent years, I've added video editing with Premier Pro, and will include Premiere Rush for editing video "on the fly".

Adobe Express

For smaller and simpler projects, I have recently adopted Adobe Express. With the available templates and design resources, I can quickly create and customize videos, PDF documents, images and graphics. I particularly appreciate the media planner which allows me to prepare and publish content directly on social media – at a scheduled date or immediately.

WordPress CMS

Like more than 40% of the world's websites, I use WordPress to build and manage my sites. Besides creating designs from scratch, I customize the theme's patterns and webpage designs such as: posts, landing pages, banners and blocks that trigger an action (CTA). By using the query loop block and filters, I target what posts to display on specific webpages.
By self-hosting WordPress under my own domain, I gain full control over design, functionality and content. And by using one of WordPress' native block themes, I have no need for third-party webpage builder or code.

Microsoft 365

Word, PowerPoint and Excel have been part of my toolbox for more than 25 years. I use PowerPoint and Word daily, including when I write texts for the web. For other tasks such as publishing scheduling or site navigation, I use Excel. And after testing various options, Outlook remains my preferred email client.

OBS Studio

OBS (Open Broadcaster Software) is a free and open source software for video recording and live streaming. I mainly use the tool for screen recording - among other things to create "tips & tricks" content aimed at digital and content creators. In the near future I also plan to use OBS for live streaming and webinars.

Dropbox

Cloud storage and file sharing with Dropbox have been part of my toolbox for many years. But I may also share documents via iCloud and OneDrive, and Google's free alternatives if needed.



Kristina Lausund

freelance@lausund.no
www.lausund.no

My name is Kristina Lausund, and I live just outside Oslo, Norway.

After more than 20 years working with digital content and webpages, I have built a broad and varied expertise from positions such as web editor and webmaster.

As a digital solopreneur and freelancer, I focus on creating good user experiences with useful content in the roles of content designer and content creator. And I continuously update and expand my expertise.
Read more: en.lausund.no

Digital Marketing

- Analyzing
- Display & Video Ads
- E-mail/Automation
- Google Ads
- Search Engine Optimization (SEO)
- Content Production (text, images, video)
- Content Strategi
- Webpages (WordPress CMS)
- Social Media

Language

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

Tools

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

References

On request

Other Roles

Oppegård janitsjar: Member of the board, member of the music committee.
Boligsameiet Holbergsvei1: Board leader.