

VERONICA BENGTSOON

Copywriter | Creative | Brand Strategist

I work with words, visuals and ideas – and make them resonate. I know how to drive content with both direction and feeling, regardless of format or platform.



Gothenburg | Stenungsund
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EXPERIENCE

- 2023 pres.** ● **Creative & Brand Strategist**
Freelance
 - Producing copy and video for clients in various industries
 - Developing social media strategies
 - Supporting companies with brand strategy and tone of voice
- 2023 2024** ● **Copywriter & Project Manager**
Brightvision
 - Created content for websites, social media and newsletters for B2B tech clients
 - Project manager for clients such as Arrow Electronics and SQL Systems
- 2022 2023** ● **CX Copywriter**
Capio
 - Produced newsletters and content for "Mina Sidor" (My Pages)
 - Developed automated flows to enhance customer relations
 - Wrote newsletters with nearly 6% CTR and 4,200+ app downloads within two days
- 2020 2022** ● **Content Manager**
Subscription Asset
 - Responsible for all content across websites, social media and newsletters
 - Managed five brands within both B2B and B2C
 - Created targeted campaigns that increased visibility and customer engagement
- 2019 2019** ● **Copywriter**
Gina Tricot
- 2018 2019** ● **Copywriter & Producer**
Fredag CBWP

EXPERTISE



EDUCATION

- 2024 2025** ● **Karlstad University**
Storytelling in Film & Moving Image Production (30hp)
- 2020** ● **Resumé Akademy**
Content Marketing (course)
- 2017 2018** ● **Yrgo, Gothenburg**
Advertising and Marketing (400 YHP)

TOOLS

- Adobe Suite
- Microsoft Office
- Asana
- Scoro
- Episerver
- Voyado
- MailJet
- Wordpress

TRAITS

- Solution-oriented
- Flexible
- Fast learner
- Creative