



Joakim Gerhardsson

Profile

Communications manager with a bachelor's degree in journalism. Accustomed to taking full responsibility for communication with experience working in international companies. Focus on visual efforts within design, animation, and video.

Web: www.joakimgerhardsson.se Mail: [hej\(a\)joakimgerhardsson.se](mailto:hej(a)joakimgerhardsson.se) Phone: +46735675944

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Education

Journalism Program

Mid University (Sundsvall, Sweden)

2007 - 2010

Exchange at a US college

Coe College (Cedar Rapids, USA)

January 2010 - June 2010

Social Sciences Program

Wargentinskolan (Östersund, Sweden)

2003 - 2006

Core competencies

Adobe Photoshop

Adobe InDesign

Adobe Illustrator

Adobe Premiere

Adobe After Effects

Apsis

Canva

Figma

FinalCut

HTML

Mailchimp

Microsoft Office

Notion

Optimizely

JavaScript

Wordpress

Languages

Swedish Native Language

English Fluent

Italian Basic proficiency

Merits

2024 Football coach for a youth team.

2019 Started freelance business.

2010 Volunteered in Cedar Rapids, USA.

2007 Column published in textbook.

B driver's license. References upon request.

Work experience

Communications Manager

STR (Landskrona, Sweden)

May 2017 -

- Built an engaged social media audience of 4,800+ followers from scratch.
- Created visual style and marketing materials for theory app *Körkortsboken*.
- Broad communication efforts to stakeholders and 3,000+ instructors.

Communications Officer

City of Malmö (Malmö, Sweden)

August 2016 - April 2017

- Wide content production and project management in *Rosengård* and *Husie*.
- Active contributions in city-wide working groups within design and video.

Communications Officer

Setra Group (Solna, Sweden)

April 2014 - July 2016

- Project Manager and Editor for the global B2B magazine *SetraNews*.
- Responsible for international intranet serving approximately 900 employees.
- Support in corporate communication and co-led the sustainability report.

Marketing Communications Officer

Artexis Nordic (Kista, Sweden)

April 2013 - May 2014

- Served as Swedish Press Officer providing internal PR counseling.
- B2C marketing efforts for 20+ trade shows with diverse topics/target groups.
- Emphasis on video content, doubling Facebook followers within a year.

Journalist

Kvällsposten/Expressen (Malmö, Sweden)

June 2011 - March 2013

- Regular contributions to parent newspaper *Expressen* (2.5M daily readers).
- Entrusted with the role of Culture Editor managing team of freelancers.

Journalist

Barometern (Kalmar, Sweden)

September 2010 - May 2011

- Broke the *Hultsfred Festival* revival story, once Sweden's largest festival.
- In-depth features for the weekend magazine with strong focus on digital-first.