Hanna Wilhelmi

ALWAYS UNDER CONSTRUCTION



Hi!

Shape, color and texture – building and problem solving are my passions. The past ten years I have been working with writing, content management, e-commerce, marketing and project managing.

I thrive when leading teams and I strive to make everyone really come into their own.

Always creating and learning, always with a forward motion and growth as the key elements.

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freelance work

Copywriting, strategy, e-commerce, SEO and lecturing.



positions

Telia

content manager and copywriter

2019 - 2024

From content manager to team lead for the B2B team. Leading a super successful site migration to Contentful was the most fun I had. All my years at Telia where both eventful and enabled major growth.
In my work I make complex simple and making the next step easy to take.

TDWT

tactics, analytics and writing

2018 - 2019

As the first employee at The Domain Was Taken I had the opportunity to work with different things but what I enjoyed the most and what I am the most proud of was writing for The Absolut Company. I provided blog posts, manuscripts for the communication department and did an interview series with bartenders around the world. You'll find the interviews here.

Linum

e-commerce manager

2015 - 2016

At Linum I was there to embark on the journey for a total rebranding and finding a new place on the market for a 50 year old home textile company. At the same times as opening their first webshop.
As an e-commerce manager for a small company, I did it all. E-mail marketing for B2C and B2B, (in Swedish, Spanish and English), product copy, blog posts and with the overall responsibility of sales online. I also functioned as the bridge between the developers, the sales team and retailers.

Beyond Retail

e-commerce manager

2014 - 2015

At beyond retail I worked with a variety of clients such as: Kronan, Frank Dandy, Superfron, Showtic, Orkla Health, Berg&Berg, Linum and Toca boca. My tasks ranged from SEO and SEM, content management in several e-commerce platforms to email marketing, campaign planning and affiliate marketing.

teaching

Nannaskolan

teacher in art and Spanish
2012 - 2013

Katarinaskolan

teacher in Spanish
2011 - 2012

Fyrisskolan

teacher in art and Spanish
summer of 2011

internships

Efva Attling
digital Planner Intern
Aug - Oct 2014

As a Digital Planner Intern at Efva Attling I was in charge of analysis of own presence in social media. I also evaluated and developed strategies for communication across all digital channels.

Charlotte Bonde
tactics, analytics and writing
Mar - Jun 2014

At Charlotte Bonde I helped them getting started by implementing Google Analytics to their site and by setting a structure for content on the site. I also developed a business and marketing strategy for their social media.

education

Hyper Island
Digital Data Strategist
2013 – 2014

Working with different clients, always with a data driven perspective with customers such as SOS-Barnbyar, Happy Socks and Halebop. Internship at Charlotte Bonde and Efva Attling. The work entailed:

- Concept development
- Analysis
- Business strategy
- Communication strategy
- Campaigns planning

Uppsala University
Master of Education – Spanish and art
2007 – 2011

courses

Stockholm Universty
Finnish 15 hp
2024

Finnish language studies, spoken and written.

Karlstad University
Creative writing II 7,5 hp
2021

A number of writing assignments and short stories.

The Uncanny in literature, film and art, 7,5 hp
2017

I wrote an C-level essay on the Spanish screenplay The foundation, by Antonio Buero Vallejo, from 1974.

Umeå University
Digital images 7,5 hp
2017

- Photoshop
- Sketh-up
- Copyright law and ethics

Hyper Island
Digital marketing 6 weeks
2016

- Week 1 – Getting started
- Week 2 – Attraction
- Week 3 – Activation
- Week 4 – Conversion
- Week 5 – Retention
- Week 6 – Springboard

Gotland University
The fashioned body 7,5 hp
2011

- Portrait painting and beauty standards between 14th-20th century.
- How social norms and cultures is part of creating fashion and ideals.

University of Granada – Spain
El centro de lenguas modernas 520 h
2009-2010

- Spanish
- Translation from Spanish to English
- Second language didactics
- Art history (from the Classical antiquity to the Renaissance)
- Spanish cinematographic history

Borås University
Digital fashion sketching 7,5 hp
2008

- InDesign
- Expression and proportions
- Materials
- Ideation and design method
- Product and detail sketching

Hanna is a skilled team player who fosters collaboration, motivates others, and demonstrates strong leadership skills. She is a highly effective and results-oriented. Excels at prioritizing tasks, securing stakeholder engagement, and overcoming obstacles.

She always makes time to support her team. It’s both fun and rewarding to work together.

FREDRIK WALLNER TEAM MEMBER AT TELIA