



PERSONAL DETAILS



Name

Ann Carrin



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LANGUAGES

Swedish ●●●●●

English ●●●●●

French ●●●●●

German ○○●●●

Italian ○○○●●

Spanish ○○○○●

Ann Carrin

Word wizard and communication path finder



WORK EXPERIENCE

Wellspect HealthCare / Digital Content Manager

2019 - Present, *Gothenburg*

Planning and managing online content, writing articles for web, blogs and social media.

Avenir / Founder

2018 - Present

Copywriter and marketing consultant – my own business. Working with brand strategies, digital campaigns and web projects.

Sandberg Trygg / Copywriter

2015 - 2018, *Gothenburg*

Focus on content curation for campaigns in social media. Pressreleases and information to influencers. Main clients: BillerudKorsnäs & Business Region Göteborg.

Stark Film & Event / Copy- & Scriptwriter

2010 - 2015, *Gothenburg*

Corporate Communication with clients like Gunnebo, Volvo, Ericsson & SKF. Responsible for SKF's ID blog. Wrote CEO Tom Johnstone's Gothia Cup speeches several years.

Cordovan Digital / Copywriter

2009 - 2010, *Gothenburg*

Largest accounts: Tele2, Ericsson, Gunnebo, Q-Matic, Stena Line AB.

Speak Marketing / Copywriter

2006 - 2009, *Gothenburg*

Largest accounts: Ericsson, Aastra Technologies (Ericsson Enterprise), IHM Business School, Chalmers University of Technology, Volvo AB.

Avenir / Founder

2003 - 2006

Projects for Volvo Trucks, SKF & Ericsson.

Rosenquist Reklambyrå / Copywriter & Project Manager

1999 - 2003, *Gothenburg*

Main account: Forbo international flooring.

CBL Advertising / Copywriter

1998, *Gothenburg*

Focus on all marketing communication material for the international launch of Saab 9-5 Wagon.

Rosenquist Reklambyrå / Copywriter & Project Manager

1996 - 1997, *Gothenburg*

Main account: Forbo international flooring.

Avenir / Founder

1992 - 1998, *Gothenburg & Stockholm*

Author of all Peugeot product brochures for 6 years.

"You bring sunshine to our texts."

Karolina Fallgren, 2018

"Ann is a masterful wordsmith."

Mia Lundbäck, 2024

AWARDS

New York Festivals

2013

Video: Nanotechnology - It's a matter of size (Chalmers University of Technology)

World Media Festivals

2013

Video: Teknikföretagen presentation

Cannes Corporate & New York Festivals

2011 & 2012

Video: The Social Web of Things (Ericsson)

Competition: Wellcome Foundation in London

2008

Acknowledged for best web design of intro to home page

PUBLICATIONS

The editor's shortcut to SEO (Redaktörens SEO-lathund), 2018

Konferensadministration (Conference Administration) assisting Hans Nilsson, 1995

Marknadsretorik (The Rhetoric of Marketing) assisting Stefan Hedlund, 1992



EDUCATION

Ledare men inte chef / Independent course

2021, Gothenburg

Training at Wellspect HealthCare

HubSpot Academy / Independent course

2018, Gothenburg

Inbound Marketing Certification (On personas, the customer journey and conversion)

Northwestern University / Independent courses

January 2014 - March 2014, Remote

Content Strategy for Professionals: Engaging Audiences

Kulturkraft Väst / Independent course

2011 - 2012, Gothenburg

Gamification – inspiration for scriptwriters

Plot Point One / Independent course

November 2018, Copenhagen

Drama & Film: How to write and tell

Verva / Independent course

2008, Remote

"24-timmars webben" on Search Engine Optimized writing

IHM / Independent course

January 2006 - June 2006, Gothenburg

Business Methodology and Customer Value

Folkuniversitetet / Independent course

August 2004 - December 2004, Gothenburg

Key Account Management

Chalmers University of Technology / Independent course

2003 - 2004, Gothenburg

Advanced Industrial Marketing and Purchase (30 academic credits)

Kursverksamheten / Independent courses

1989 - 1992, Gothenburg

Courses in Rhetoric, Marketing, Business Economy and Basic Business Law

University of Gothenburg / Independent course

1989, Gothenburg

Italian language (15 academic credits)

Université d'Aix-Marseille I / Bachelor degree

1983 - 1987, Aix-en-Provence

"D.E.U.G. B" & "Licence B" - studies in French, focusing on English, linguistics and rhetorics