Linn Harrvik



Contact

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LinkedIn

Skills

Adobe Photoshop
Premiere Pro
Mailchimp
Sketch, Figma & Canva
WordPress
Claude & ChatGPT
Meta Business Suite
Agorapulse
Sked Social
Lime CRM

Other information

Address
Folkskolegatan 16,
117 35 Stockholm

Languages
Swedish (native), English (fluent, spoken and written; Cambridge C1 Advanced certificate)

Driving licence
B

Digital communicator

About me

Driven and structured digital communicator from Sundsvall, with broad experience of social media, web, newsletters and content production. Used to working with digital communication both strategically and hands-on, running web projects and developing social media strategies. Also experienced in employer branding in close collaboration with HR, and in following up and optimising communication to strengthen the brand, engage the audience and deliver results.

Education

Mittuniversitetet
2019–2022

Communication and PR programme

- Strategic work with organisations' internal and external communication.
- An assignment for Njurundaföretagarna with a new communication plan. The work resulted in a new logo and visual identity, which the organisation implemented.

Work experience

Boneo
Mar 2025 – Apr 2026

Interim Digital Content Manager

- Handled interviews and paid marketing for some of Sweden's largest estate agencies, such as LF Fastighetsförmedling, Bjurfors and HusmanHagberg.
- Responsible for all articles, newsletters and social media posts, and coordinated content partnerships with affiliated estate agents and agency chains.
- Developed Boneo's content plan and strategy based on the company's goals and SEO.
- Supported with material and copy for press releases and presentations.

Svedea
Nov 2023 – Nov 2024

Interim Social Media Manager

- Developed channel strategies and was responsible for 15 social media accounts, one for each insurance area.
- Managed comment sections, with a focus on professional communication that builds trust, in a sensitive subject area.
- Followed trends and created content tailored to the audience of each insurance area, for example competitions, trade fair appearances, quizzes and tips videos made with subject experts.

Nilar International
Aug 2022 – Nov 2023

Marketing Assistant

- Drove a web project from start to launch in close collaboration with an external web agency, responsible for the budget and for decisions on layout and design.
- Produced communication materials, including product sheets for trade fairs.
- Responsible for social media, and developed the company's employer branding together with HR.

Bilbolaget
2021

Internship, marketing department

- Produced video content with salespeople from Volvo and Dacia.
- Web project: built pages in WordPress together with an agency.
- Campaign and press mailings for a pandemic initiative, "Provkör på natten" ("Test drive at night").