

SPACE
FWS/17

VIRGIL ABLOH
(OFF WHITE) [flat white]
HERON PRESTON

OFFICIAL GALLERY
THIS IS SWEDEN
TAFAFI GOLD
DIE MONDE
HI ON LIFE
STAII

SCENKONSTMUSEET

The next Producer

I have always had a strong passion for Hip hop culture. In all spectrums of my work I've consistently tried to incorporate Hip hop since it's a big part of my personality.

During a period of time I have considered Spotify as a possible next step in my career so when this opportunity presented itself, it really spoke too my core!

I have always thrived in roles where I have been a leading part in small creative team. The essence of my work has always been to actualize creative ideas, both in a planning stage but also when an agile and sustainable execution is called for.

I really believe that the benefit of working in small teams, is that it demands a higher level of creativity and ability to contribute where needed.

In my years of creative experience there have always been a high level of structure and coordination. Booking, planning and organizing have been important parts of my responsibility throughout my career.

I have an eye for details and the difference that it can make regardless if it's in fashion, music or creating experiences.

As a person I would describe myself as somebody who strives for excellence in any project, I am a part of.

I am quick in finding all kinds of solutions whether it is in solving problems or taking on new challenges.

I love to work towards ambitious goals and really values having fun during the process. I look forward telling you more about how I can contribute to The Mogul team.

"Everything is everything – MS Lauryn Hill"



RESUME

2010 - Project leader, PR - Silverbird Productions

In my role as Project leader / PR, I am responsible for the everyday management of our team. I produce and organize events, fashion shows and PR shows. I create ideas and solutions, in small team settings.

2010 - Stylist

I style and create visions for artists, commercials and photoshoots. Recognizing what's new, now and next in the industry is an important part of my execution.

2017 – Creative Coordinator, WGT artist + mgmt.

Creating the concept, structure and graphic design for the agency. Sourcing new talents, coordinate both Pre-Production and Post Production, booking meetings and strategic planning.

2016 - 2018 Event Manager - Hilma Restaurant, Bar, Ink Studio

As an Event Manager I was responsible for all the events that took place at Hilma, I made collaborations with big brands and artists such as Red Bull, Live Nation, Kehlani, Grammy Awards,

Ms Banks, Saint JHN, Majid Jordan and many more.

I was part of creating the concept of Hilma from scratch, and after it was established, I handled all the bookings, structuring, planning, execution, marketing and organizing.

My focus was making sure that Hilma was the no. 1 place to be at and was providing the best up and coming artists from all over the world.



2008 - 2014 PR & Marketing Manager - SOPHIE by SOPHIE jewelry

PR and Marketing Manager with responsibility to increase the growth and knowledge of the brand.

I was managing the collection structure, marketing, events, press contacts, budget and creative direction.

2002 - 2008 Store Manager, Buyer, Part Owner – Skindeep/Love by Skindeep Agency

Skindeep - Store Manager and buyer keeping track with the latest trends, producing fashion shows, and travelling for buying all over the world.

Managing the store, inventory, budget, employees and providing top of the line customer service.

Love by Skindeep Agency – Owner the agency that represented a range of fashion brands and accessories. It involved a lot of travelling, marketing and customer skills.

EDUCATION

2002-2003 Academedia – Entrepreneur Business Management

2001-2002 Stockholm Tillskärarakademin (*the Academy of Cutting and Tailoring in Stockholm*) – Fashion and Design

SKILLS

Leadership, Organizing, Developing content, Collaborations, Creating from idea to execution.

English – fluent in spoken and written

Office 360 – excellent knowledge

Photoshop, InDesign – good knowledge