



John Sigfridsson

Creative Strategist

Stockholm, Sweden

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Skills

Wordcraft

Powerpoint

Digital Marketing

Photoshop

Languages

Swedish

English

Spanish

Interests

American football, skiing,
travel, vinyl, piano, gaming.

Personal Achievements

- National champion in student american football (as quarterback).
- Completed Through the Fire and Flames on expert level on Guitar Hero 3.

Portfolio + [link](#)



References:

Tobias Brandt
Director of Strategy, Perfect Fools
tobbra@perfectfools.com

Ann Ystén
CEO, Perfect Fools
ann.ysten@perfectfools.com

Marie Swahn
Copywriter, Passion Lab
marie.swahn@passionlab.se

Profile

A creative soul with a knack for analytical work. I believe that my greatest asset is the ability to use my own thinking to quickly draw conclusion from vast information. I take pride in handling my responsibilities and being a team player.

Employment History

Junior Digital Specialist, Reaktion

Februari 2021 - Present

Role and insight: As Digital Specialist I've managed several digital campaigns on FaceBook and Google, including SEO-work. Experiencing how creative one can be when it comes to distributing communication has been eye-opening.

Junior Planner, Perfect Fools

February 2020 - December 2020

Role and insight: At Perfect Fools I've had the opportunity to hone my strategic and creative skills through working with various clients, including Red Bull. My main takeaway is the importance of packaging ideas and strategies the right way.

Copywriter Intern, Passion Lab

July 2017 - August 2017

Role and insight: At Passion Lab I produced different types of text-works, titles. The experience showed me the precision that good copy requires.

Founder/Blogger, nflsweden.se

August 2014 - August 2017

Role: I created and ran my own NFL blog/website for three years.

Education

Strategic Communication, Berghs School of Communication

August 2019 - May 2020

Insight: Whilst learning the ins and outs of branding I got to experience the beautiful yet unpredictable nature of the creative process. No idea is too crazy.

Bachelor of Business Administration, Uppsala University

August 2016 - June 2019

Insight: Besides business theory studying a bachelor primarily provided me with an academic mindset - to structure your work and always ask questions.

Student-Athlete, Florida Southern College, Lakeland (USA)

August 2015 - May 2016

Insight: Being a student-athlete taught me how to balance a heavy workload.