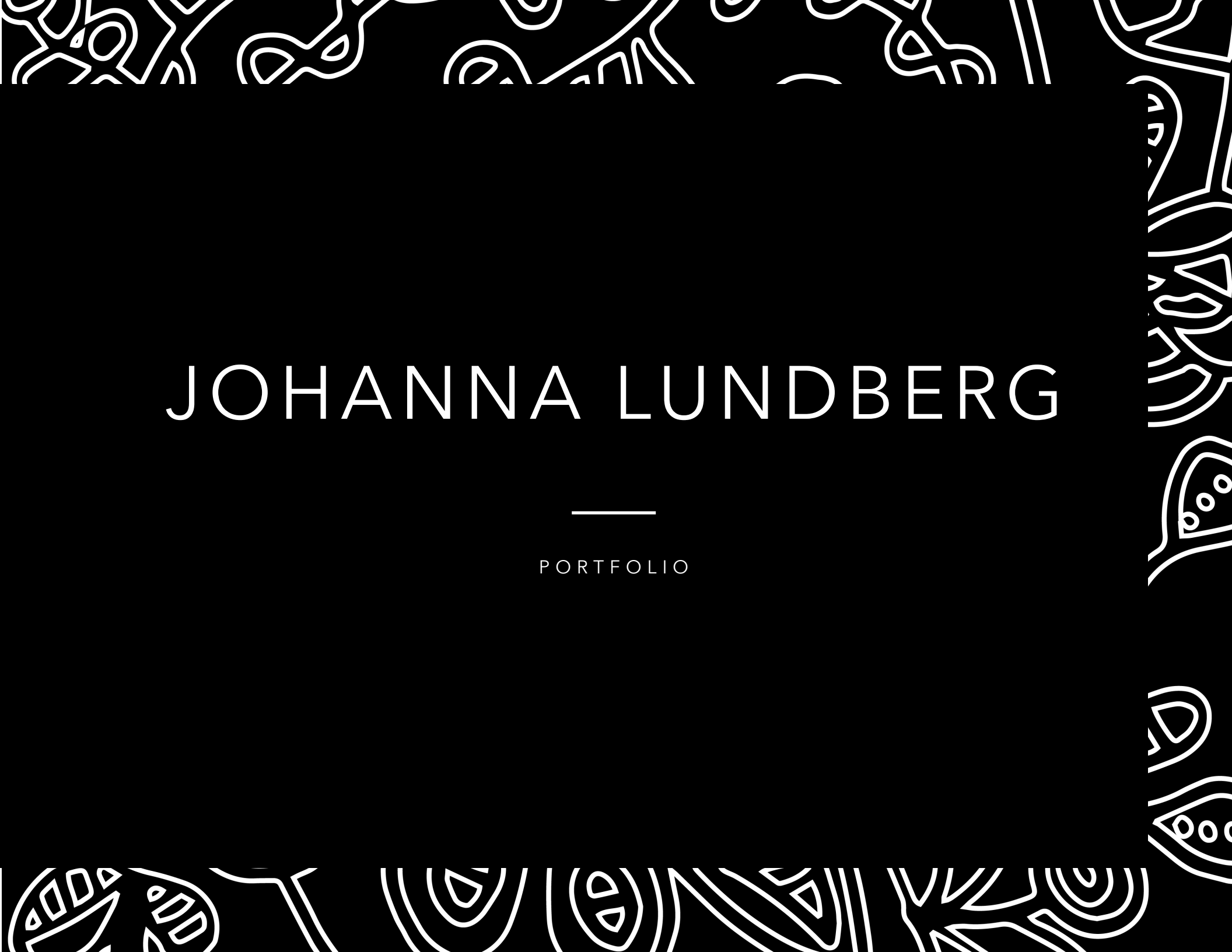




JOHANNA LUNDBERG

PORTFOLIO

ABOUT ME

CREATIVE MARKETEER • ARTIST • PHOTOGRAPHER

I'm a marketing professional specializing in content creation, brand storytelling, and campaign execution within hospitality and lifestyle sectors. With a product design degree from Utrecht university of art and four years of hands-on experience, I've managed 237,500+ SEK in Meta advertising across 40+ campaigns while simultaneously producing all visual content, designing brand materials, and managing daily social media for two hospitality properties.

My approach combines creative vision with commercial discipline. I create campaigns that connect emotionally with audiences and design content that strengthens brand identity, but I also track performance metrics, optimize for conversion, and ensure marketing delivers measurable business results. As a practicing artist exhibiting in Stockholm since 2023, I maintain active engagement with the city's creative community. This cultural immersion informs my marketing work, keeping me connected to contemporary aesthetic trends, emerging movements, and the values of culturally-engaged audiences.

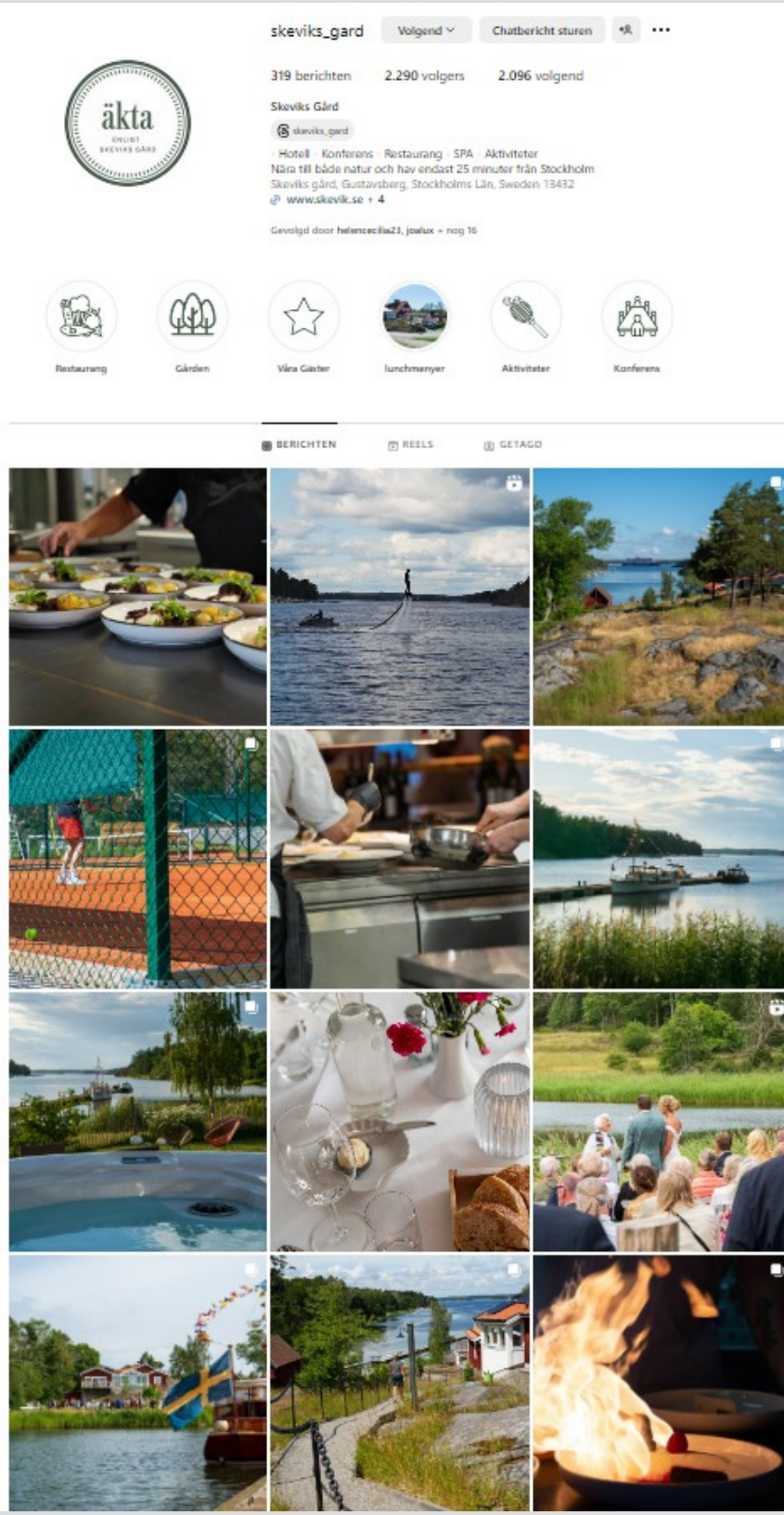
I thrive in fast-paced, multifaceted environments where strategy, creativity, and execution intersect. From shooting events to being part of service when short staffed, from designing menus under tight deadlines to developing seasonal campaign strategies, I bring the same focus: creating experiences people want to be part of while driving the results hospitality businesses need.

CORE EXPERTISE

Campaign development and execution • Photography and storytelling • Social media strategy and management
• Graphic design and branding • Creative thinking • Meta advertising • Swedish, English, and Dutch fluency



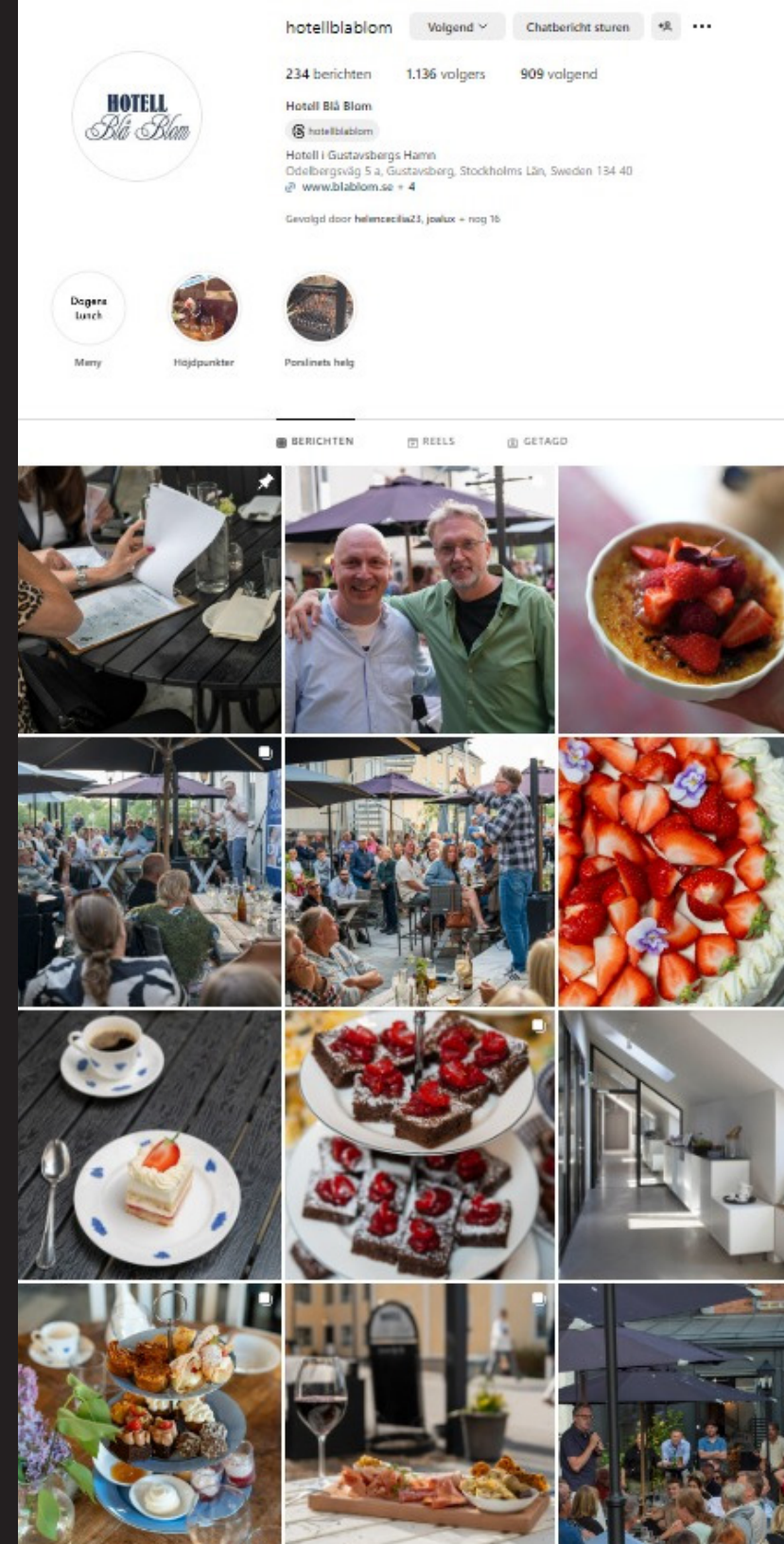
SKEVIKS GÅRD & HOTELL BLÅ BLOM



MARKETING AND DESIGN

As Marketing and Communication Manager for Hotell Blå Blom and Skeviks Gård, I develop integrated campaigns that drive measurable business results. Over 2.5 years, I have managed 237,500 SEK in advertising budget across 40+ campaigns, generating 1.15 million reach and 87,000 clicks with consistently strong performance, achieving up to 3.42% CTR and 1.54 SEK CPC through strategic targeting and creative optimisation.

I lead all aspects of campaign creation from concept to analysis. This includes conference marketing for fall and spring seasons with 90,000 SEK investment, seasonal campaigns achieving 59% above-average engagement, and summer promotions reaching 130,000+ people with efficient cost per thousand impressions.



MULTIDICIPLINARY WORK

Campaign Strategy & Paid Advertising

Developing seasonal marketing strategies and managing Meta Ads campaigns through audience targeting, budget allocation, and performance optimization.

Graphic Design & Print Production

Creating layouts for menus, signs, brochures, advertisements, and digital assets while managing production timelines under tight deadlines.

Photography & Video Production

Shooting and editing event photography, food styling, architectural content, and short-form videos for marketing channels.

Social Media Management

Planning content, creating posts, writing copy, and analyzing performance across Instagram, LinkedIn and Facebook for both properties.

Website Digital Optimization

Updating information, creating campaign landing pages, and ensuring seamless booking experience across digital platforms.

Communication & PR

Managing guest communications, coordinating influencer partnerships, handling media inquiries, and maintaining brand reputation.

System Management & Operations

Managing booking systems (Bookvisit, Visbook) and providing operational support across restaurant and hotel departments.



MENU DESIGN



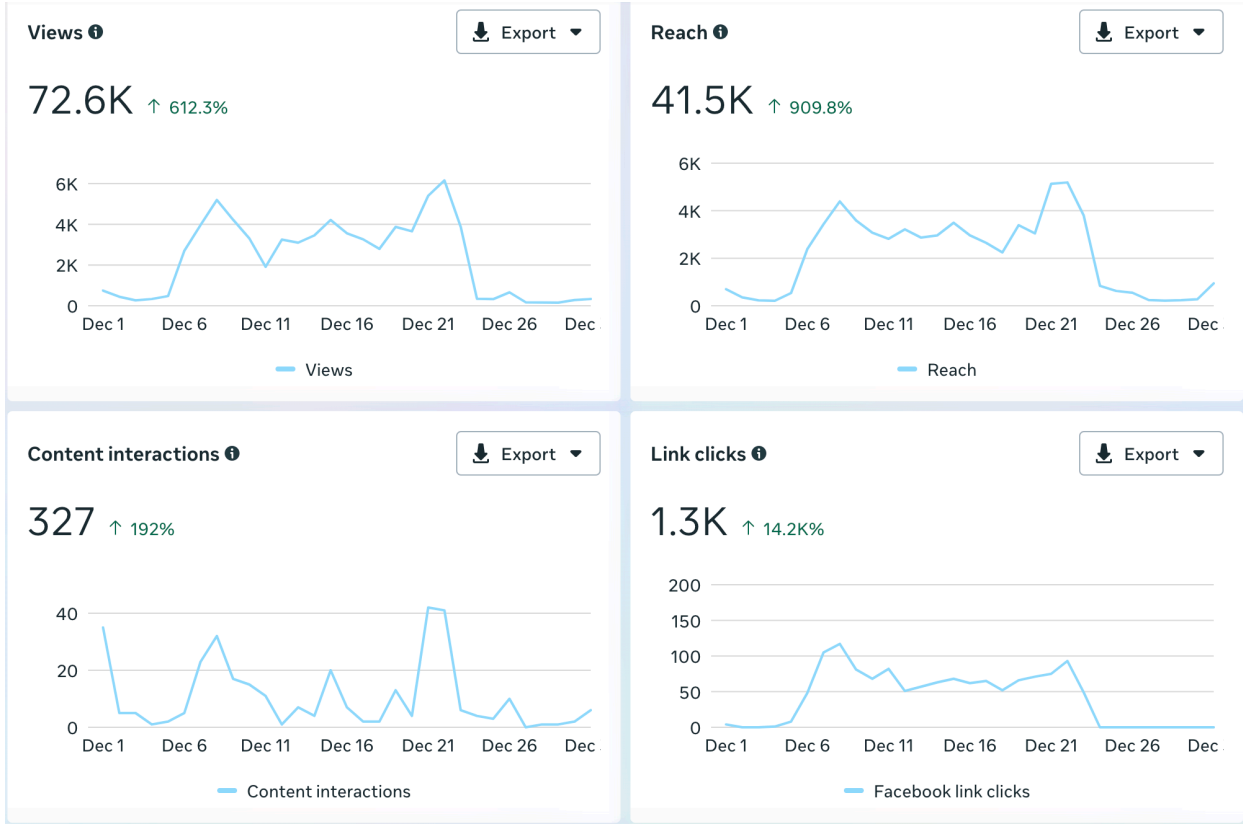
FOOD PHOTOGRAPHY



SOCIAL MEDIA ORGANIC REACH

ADVENT SOCIAL MEDIA COMPETITION

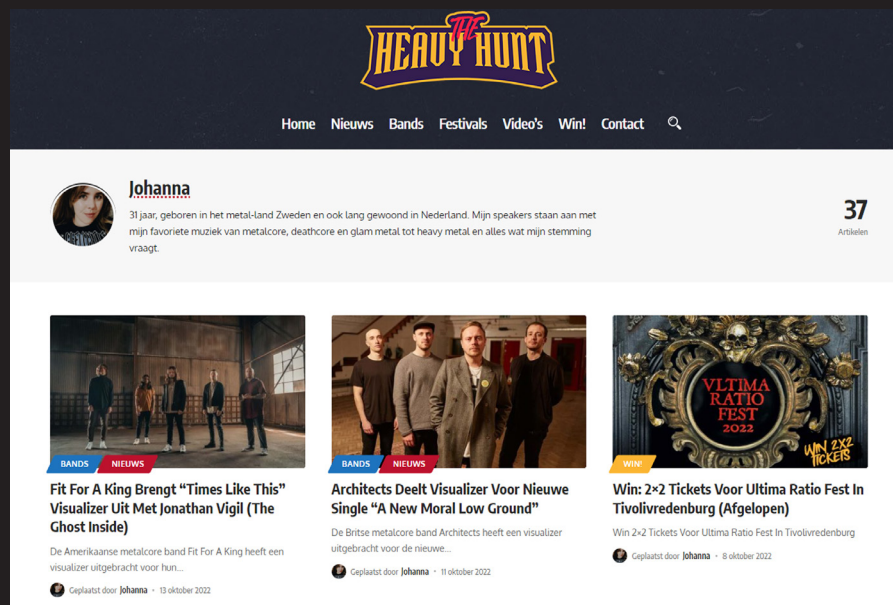
I ended 2023 with an Advent competition where followers could win prizes every new Advent from our hotel or restaurant. The campaign was a simple like, follow, and comment competition, which led to a significant increase in our organic reach. Below, you can see the results of the campaign.



AFTERNOON TEA SEASON PREMIERE

Everyone who booked an afternoon tea on the season premiere day received a free upgrade, with a glass of cava or a non-alcoholic alternative; valued at 495kr instead of 395kr. The promotion resulted in a fully booked afternoon tea, something that had never happened on a season premiere before.



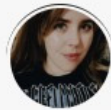


THE HEAVY HUNT

In collaboration with the founder of The Heavy Hunt, a dutch online magazine dedicated to heavy music, I developed and designed new content, creative concepts, and a social media strategy to strengthen the brand's online presence. My work included researching emerging bands, writing news articles and original content, and creating visuals that captured the energy and passion of the metal music scene.

Our goal was to share our genuine love for metal with a wider audience and build an engaged community around it.

www.theheavyhunt.com
www.instagram.com/theheavyhunt



Johanna

31 jaar, geboren in het metal-land Zweden en ook lang gewoond in Nederland. Mijn speakers staan aan met mijn favoriete muziek van metalcore, deathcore en glam metal tot heavy metal en alles wat mijn stemming vraagt.

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Artikelen



Slipknot Stopt Samenwerking Met Jay Weinberg (Update)

Slipknot heeft op hun Instagram laten weten dat de samenwerking met Jay...

Geschreven door Johanna | 5 november 2023



Heart Of A Coward Brengt "Decay" Video Uit

De Britse alternatieve metal band Heart Of A Coward heeft een video...

Geschreven door Johanna | 11 mei 2023



Win: 2x2 Tickets Voor Guilt Trip In Poppodium 013 (Afgelopen)

De in 2015 opgerichte crossover/hardcore band Guilt Trip uit Manchester, Engeland heeft...

Geschreven door Johanna | 6 april 2023



Arrival Of Autumn Brengt Video Uit Voor "Scars"

De Amerikaanse metal band Arrival Of Autumn heeft een video uitgebracht voor hun...

Geschreven door Johanna | 24 februari 2023



Predatory Void Brengt "Endless Return To The Kingdom of Sleep" Video Uit

De Belgische black metal band Predatory Void heeft een video uitgebracht voor...

Geschreven door Johanna | 18 februari 2023



Of Virtue Brengt Video Uit Voor "A.N.X.I.E.T.Y."

De Amerikaanse modern metal/metalcore band Of Virtue heeft een video uitgebracht voor...

Geschreven door Johanna | 9 februari 2023

WORDS ABOUT ME FROM STEFAN THE FOUNDER OF THE HEAVY HUNT

"Johanna joined The Heavy Hunt a few months after the magazine launched and immediately was really enthusiastic about the overall style and design of the platform and the dedication I had for it. She wanted to become a part of it and I soon learned that Johanna was a really good addition to the "team".

She had very nice ideas for new social media concepts and the additional artwork. Our ideas and creative minds blended together very well and by judging and improving each other's work, we improved the overall feel of the magazine. She always gave 100%, we never settled for less. **I can easily say that the magazine wouldn't be where it is today if she didn't help. I'm sure that her creative mind and dedication is a good asset to any team if she's given the freedom to let her creativity flow."**

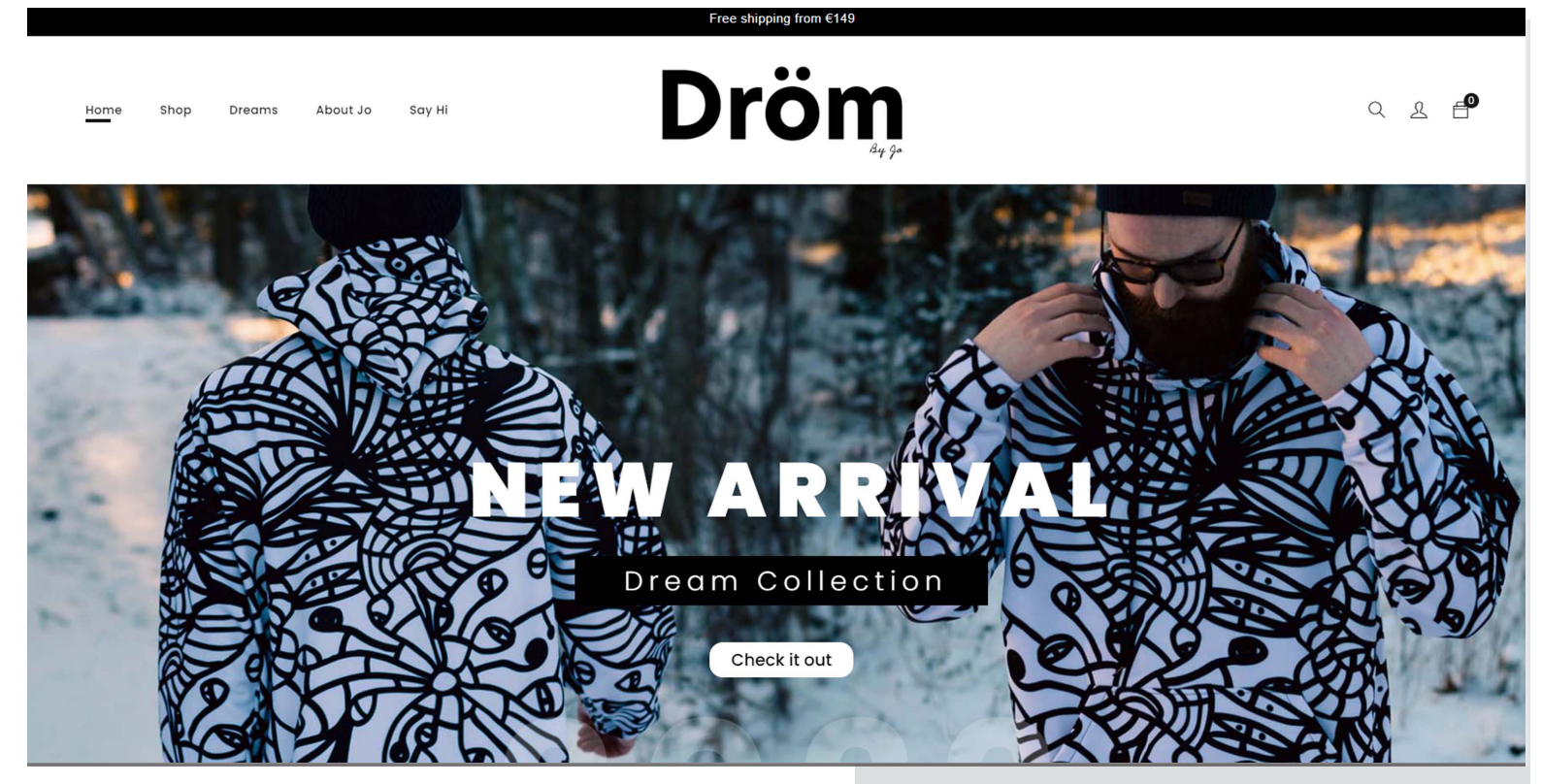
Dröm

By Jo

I have a mission. I want to inspire like-minded people to achieve their dreams, whether it is to start their own fitness journey, or that other big thing that you can't stop thinking about.

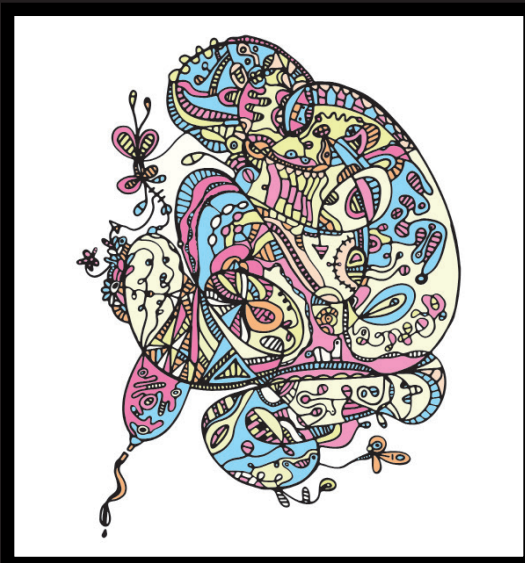
To feel good I need to sport, it makes me feel strong, beautiful, and healthy. Even if you don't want to admit it, I am almost certain you feel the same. Let's stop being in the way of ourselves and start by doing the things we love. If you dare, BE BOLD AND NOT BORING.

I designed and created everything around this brand, from website design and shop, to photographs, content and the clothing design.



WHAT IS THAT ONE THING THAT MAKES YOUR HEART BEAT
FASTER EVERY TIME YOU THINK ABOUT IT?

THAT IS PROBABLY YOUR DREAM



JOHANNA OLIVIA

I am a contemporary artist whose work explores courage, vulnerability, and human presence. My artistic process is guided by instinct and intuition. Through my work, I step away from the ordinary world and enter an abstract space where there is no pressure, no expectation of perfection, only presence and freedom.

I want to make viewers look again, to stir emotions, spark curiosity, and awaken imagination. I hope to inspire others to be more present and embrace their feelings. My philosophy is to live fully in the present, refusing to postpone dreams for a later that may never come.

ART INFORMS MARKETING

The same principles guide my hospitality marketing work: creating moments that make people pause, feel something, and take action. In both art and marketing, success means emotional connection, whether that's standing in front of a canvas or stopping mid-scroll to book an experience.

Since 2023, I've exhibited at galleries across Stockholm, maintaining active engagement with the city's creative community. This practice keeps me connected to contemporary aesthetic trends, emerging movements, and the values of culturally-engaged audiences. I don't just market to cosmopolitan minds who seek art and design; I am one.

Portfolio: www.johannaolivia.com | Active exhibitions since 2023



HELIX ART SPACE EXHIBITION



THANK YOU FOR TAKING
THE TIME TO LOOK AT MY
PORTFOLIO

LOOKING FORWARD HEARING FROM YOU

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