

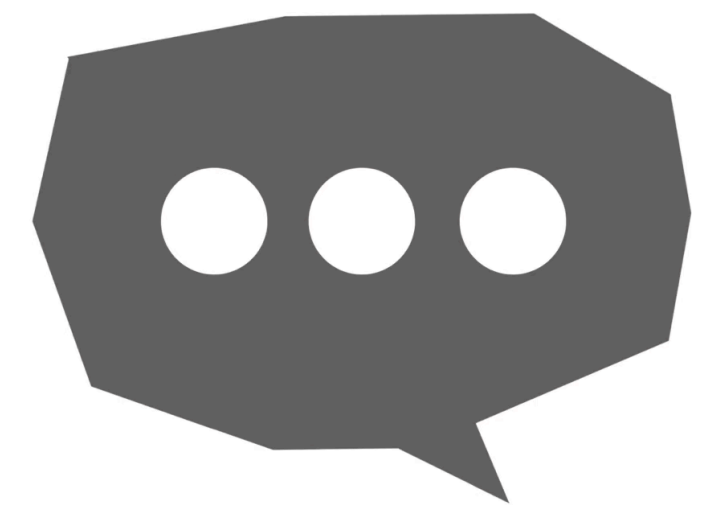


Karina Saxvall

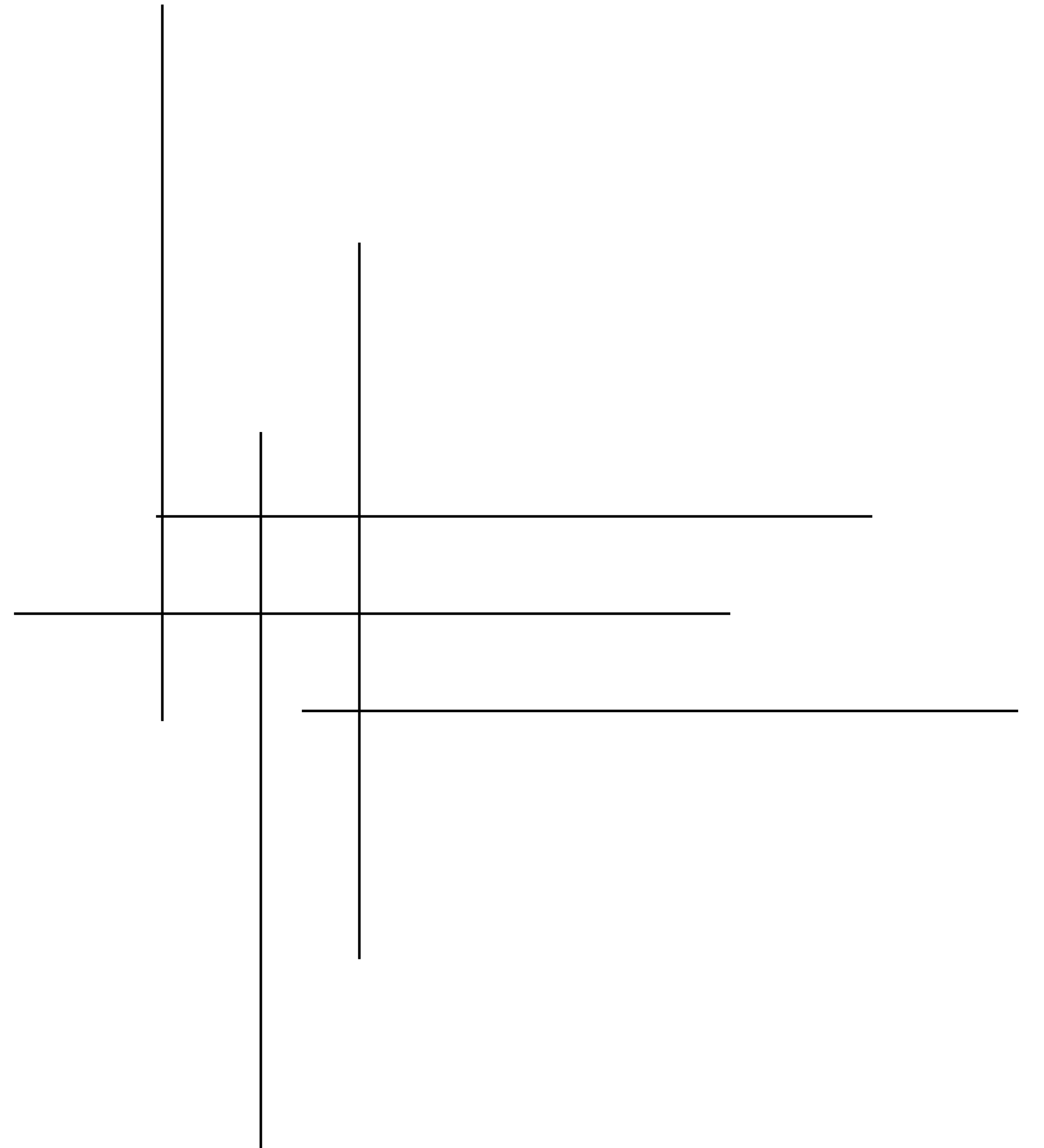
@kombyran

karina@kombyran.se

073-718 43 63



With extensive experience in strategy, both analog and digital production across various industries, contexts, and situations, I am a confident strategist with a high level of commitment.



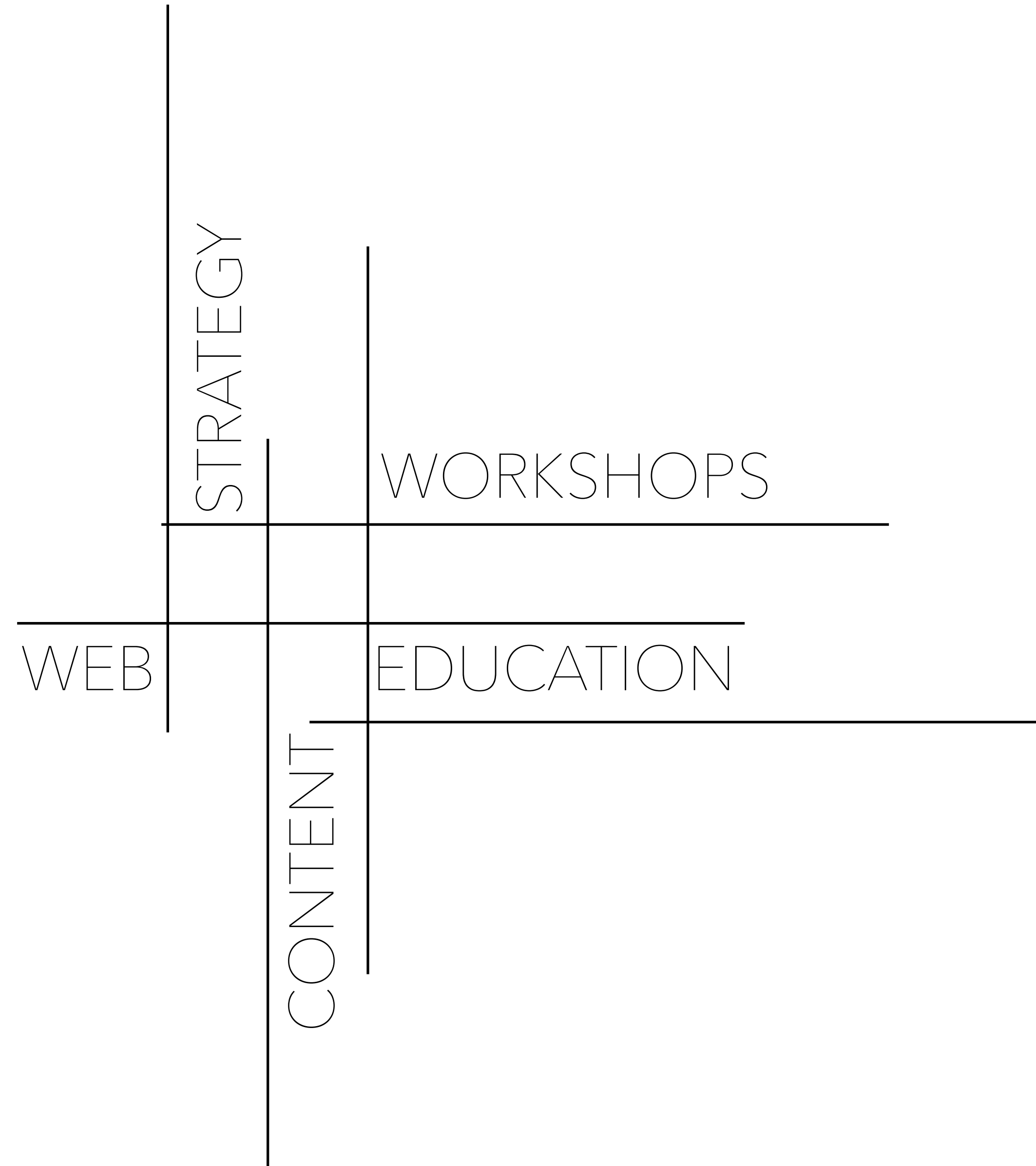
I facilitate workshops, provide training sessions, project management, and create content, all with the underlying principle that well-planned communication leads to more sustainable outcomes!



EXAMPLE

Different clients have different needs, and the assignments vary from more strategic planning to implementation focused activities.

Following are some examples of assignments



WORKSHOPS

Assignment:

Target group work, clarify the company message, development the company's work within staffing.

Purpose:

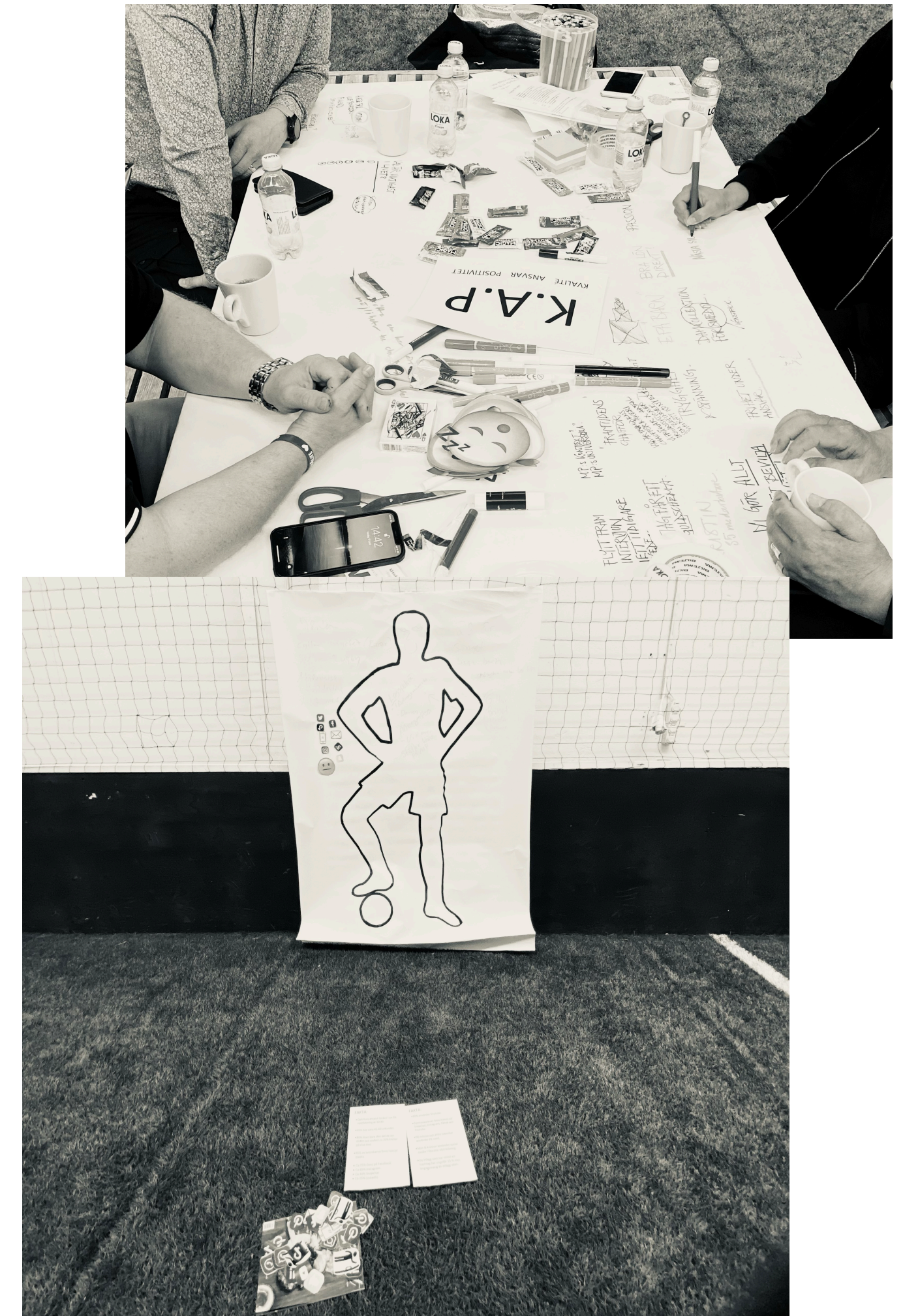
Gain a better understanding of target groups and lay the groundwork for continued work - employer branding.

After discussions with the company management, it became apparent that there was a need to better understand their target groups. The company had been advertising quite a bit but was receiving halfhearted responses to the advertisements.

During several workshops, we worked on target groups, channels, visions, and various aspects affecting on the recruitment outcome.

This work led to me being tasked with reviewing the website and the appearance of the advertisements and giving the content a significant overhaul. I implanted work to increase their social media presence and presented strategies to analyze the outcomes of the advertising.

For this client, I served as both a strategist, editor, content creator, and social media manager for approximately one year. The results were positive, visibility increased, and the brand strengthened.



WORKSHOP

Assignment:
Communication Inspiration Workshop

Purpose:
Establish a unified vision for the company's communication strategies

I designed a half-day session for the company's site managers aimed to create a unified vision regarding communication challenges and opportunities.

We began with the fundamentals of communication work, followed by a team-based problem-solving competition. Participants then developed a simple communication plan for a fictional scenario and presented their ideas to the group.

The workshop highlighted the importance of everyone's role in the company's communication efforts, how teamwork can make challenging tasks manageable, and the significance of planned communication. Additionally, it became evident how group dynamics played out among the leaders and the variances in expertise and strategic capabilities among the management team.



STRATEGY

Assignment:

Communication strategy development for a public sector company.

Purpose:

Establishing a clearer plan for communication efforts.

The client had ideas about necessary communication initiatives, but there was a need to develop a framework for prioritization and goal setting.

I conducted several activities including a full-day workshop with the marketing manager to kickstart the process.

13 individual interviews with key personnel within the organization.

Following summaries, dialogue, and advisory sessions, the outcome was a communication strategy serving as a foundation for both internal and external communication efforts.



STRATEGY

Assignment:

Communication strategy and support in the communicative work for the climate-neutral Borlänge 2030 project.

Purpose:

Establish a clear plan for communication efforts aimed at informing about the project's purpose and goals. Aid the project in simplifying and packaging communication messages.

In the Climate-Neutral Borlänge 2030 Project, Borlänge Municipality is the principal, but the project is led and managed jointly with Borlänge Energi, Dalarna Science Park, and 10 other companies through a Project Consortium. Additionally, other companies have joined through a climate contract.

My participation in this project was based on my previous work with the organization in the municipality and involvement in previous projects. These projects involved significant construction projects and plans, as well as environmental and developmental issues, both in terms of climate and socially.

My primary role involved building consensus and a foundation of the project, considering the large group of stakeholders involved. This was a complex matter with various target audiences, each with different communication needs.

I conducted the following activities:

Workshops with the project organization to understand communication challenges in the complex issue, achieve internal alignment, define target groups, establish a communication platform, and plan activities.

Creating content (text, images, layout, templates) for the website, which served as the cornerstone of the project's communication. Also, content creation for LinkedIn.

Developing content for events and workshops, including ideas, digital and analog materials.

Creating templates for presentations, layout for climate contracts.

Serving as the communicative centerpiece in various sub-projects.

More information about the project is available at: www.knb2030.se



STRATEGY

Assignment:

Strategy to address harsh criticism regarding constructions projects.

Purpose:

Support for spokespersons.

In my strategic role within the public sector, I've often been involved in significant establishments and construction projects. Some of these projects have sparked numerous opinions and faced substantial resistance from the municipality residents. Consequently, there's been a pressing need to address the criticism effectively.

My role in this has been to provide guidance on the most effective communication efforts. This involves proactive, explanatory, and information dissemination, often supplemented by live meetings where individuals can freely express their opinions. Additionally, it has included media training for spokespeople and organizing press conferences.

Outcome: During my tenure in this role, there has been a shift from primarily put out fires to more proactive communication. I also established a platform for sharing information about ongoing plans and constructions.



EDUCATION

Assignment:

Provide fundamentals of digital marketing.

Purpose:

Introduce client to planned digital marketing and how they can engage in sustainability communication.

The client provides consulting services to various types of cooperatives and social enterprises and identified a need to enhance their knowledge in digital marketing and communicate sustainability aspects effectively.

I tailored a full-day program comprising both theoretical and hands-on sessions where participants acquired fundamental knowledge in target group behavior, the different dynamics of digital channels, and how to plan their communication strategies. Additionally, participants received personalized guidance regarding their existing websites.

The evaluation demonstrated that all participants were highly satisfied with the day and the tools they gained.



Assignment:

Coordination of work to establish a new updated and developed website

Purpose:

Website 1,5.

The client had selected a new web service provider tasked with creating a new website, which initially led to an update of the existing website as the first step. Lacking expertise in this area, the client required me to translate the company's website preferences to the developer. Additionally, I worked on text and image content in two languages and made efforts regarding SEO and user-friendliness.

The outcome is a clearer and aesthetically pleasing website that is optimized and serves as a foundation for further work, potentially including more technical content and even an online store. The company has also been able to consolidate three different web service providers (domain, support, hosting) and now has everything with one supplier.



Hållbara arbetsmiljöer!

Med bas i vackra Dalarna når vi kunder över hela Sverige och betydande delar av Europa. Vårt omfattande sortiment, inklusive skräddarsydda arbetsbord och lyftvagnar, är utformat för att förbättra arbetsplatsens välbefinnande.

[LÄS MER OM VÅRA PRODUKTER >](#)

Assignment:
Social Media Advertisements

Objective:
Enhance Product and Service Awareness

The client sought to expand their reach to customers across various European countries and boost their META advertising efforts. They required advertisements that effectively showcased their products and services, emphasized their features, and cultivated brand recognition while driving traffic to their website. I crafted product advertisements incorporating video, music, text, and voiceovers in multiple languages.

Outcome:
Increased distribution and engagement across multiple countries, amplified website traffic, and generated quote requests from new potential customers.



THE ZEN THE ZEN CON

Assignment:

Create something new and stylish at Dala Airport!

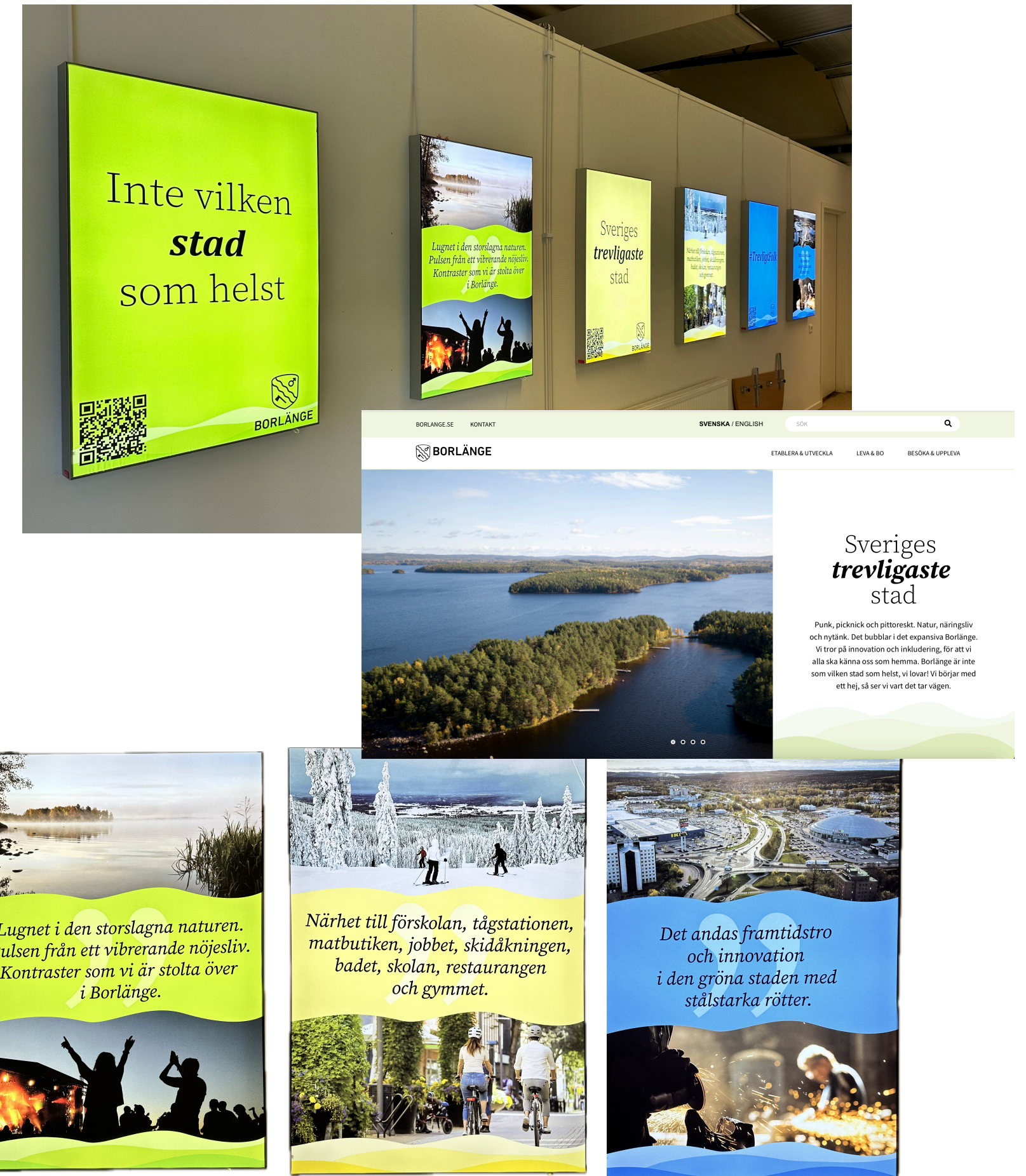
Purpose:

Generate curiosity about Borlänge as a destination for visitors while inspire pride among residents.

There were no specific ideas or preferences regarding what should be showcased at the location; the instruction was simply "do something." Given that Borlänge municipality and the Business development office had recently launched a new website for Borlänge with the slogan "Not Just Any City," I proposed linking the message to this site and its content.

The airport primarily serves individuals with ties to the city and Dalarna region, so curiosity and pride became the fundamental concepts.

The outcome included six posters featuring glimpses of Borlänge's natural beauty and range of activities. The layout closely resembled that of the website. Due to the limited space in the poster area, text was kept concise, featuring quotes and a QR code directing viewers to the website.



CONTENT

Assignment:

A sleek and informative presentation for the organization "Företagarna".

Purpose:

To provide an informative and stylish setting for the anniversary celebration.

To achieve a sleek and informative backdrop for the anniversary gala, I created a presentation film with historical images from previous anniversaries and award recipients, along with information about the organization's activities, sponsors and commitments.

The film was about 5 minutes long and was looped in the background during the dinner and performances. The layout reflected the organization's graphic profile and previous communication



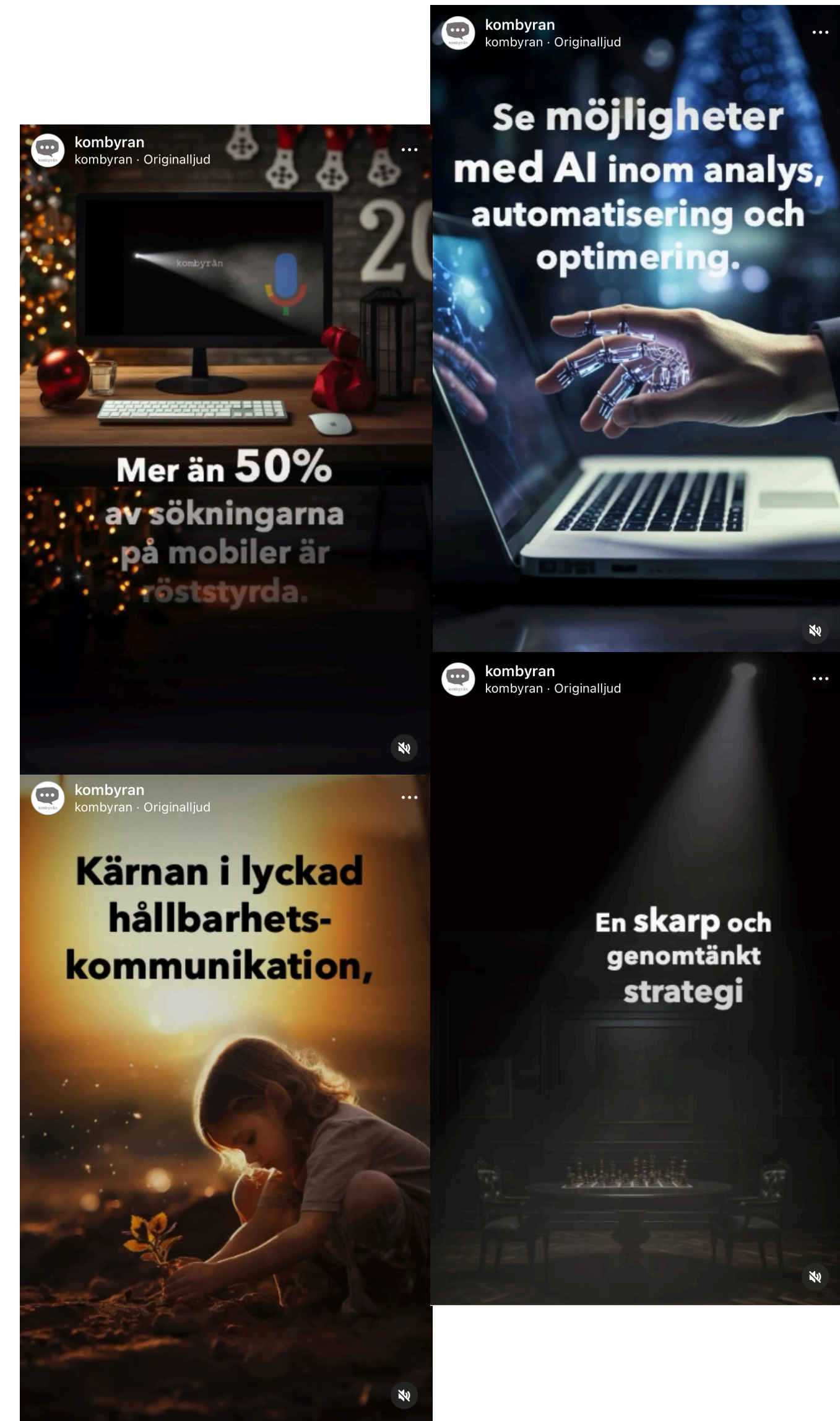
TINZON

Assignment: Testing AI-Animated Images for Short Films on Social Media.

Purpose: Advent Calendar.

I initiated an idea of creating an advent calendar featuring tips on communication and marketing. I choose to generate numerous images using AI and afterwards animate them with text and effects, as well as adding sound. The advent calendar in its wholeness is available on Kombyråns' channels (YouTube, Instagram, TikTok, Facebook, LinkedIn).

Result: Attracted new followers and increased dissemination, enhanced visibility across channels I haven't yet extensively engaged with.

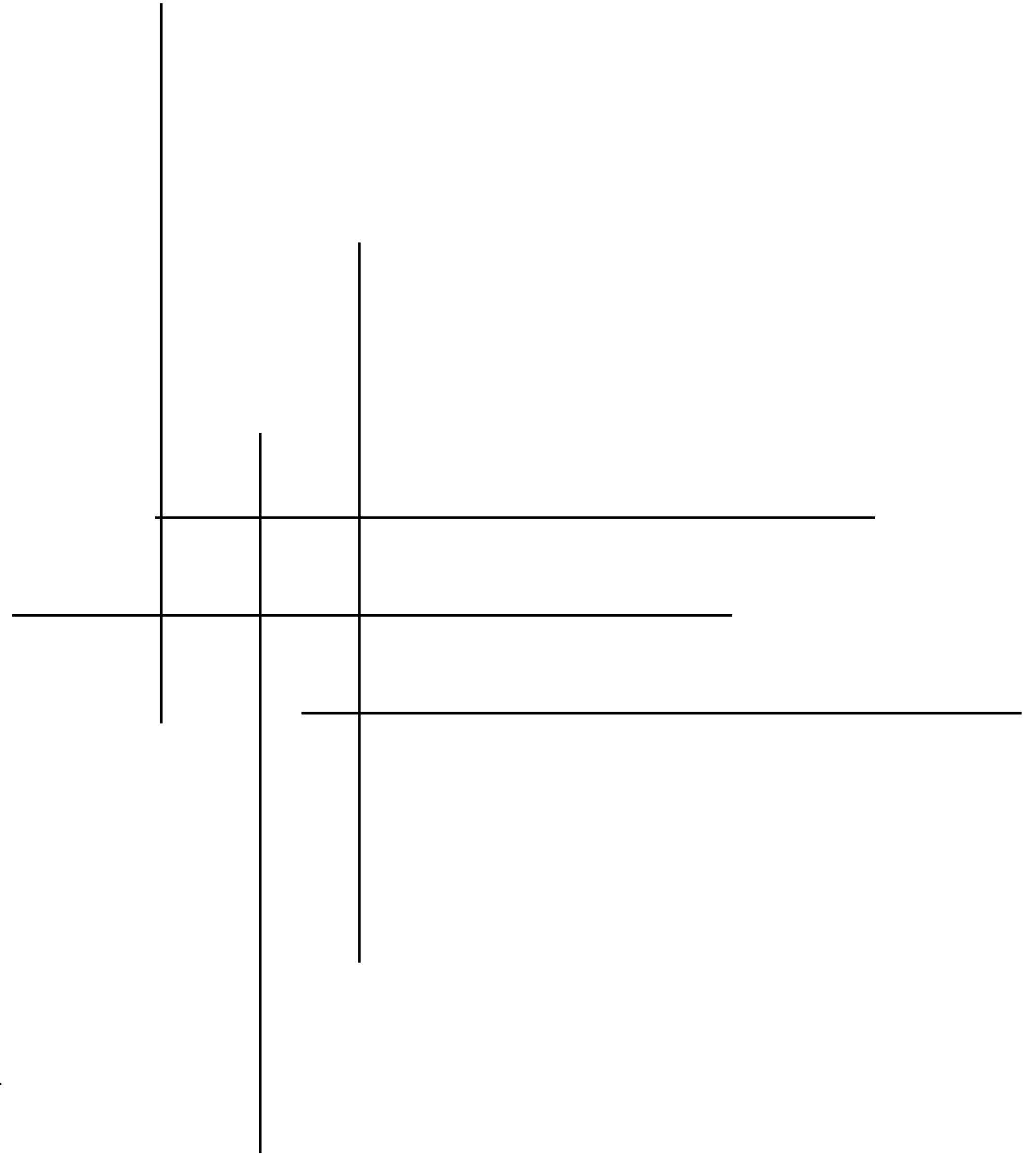


Current situation:

My career within the industry has been both broad and diverse. I've worked at production companies in urban centers, ranging from large to small businesses across the country, and also within the public sector.

Starting out as a 3D animator led me to event and exhibition production, then onto roles as a communications manager, and in recent years, a more strategic and advisory role as a consultant. I've had many enjoyable and exciting roles and take pride in having explored various areas within the industry.

I am confident in my skills and find great value in being able to handle both the graphical, technical, and theoretical aspects proficiently. I thrive when combining my creative nature with a structured and strategic mindset.





Karina Saxvall

@kombyran

karina@kombyran.se

073-718 43 63

