

**Petra Hansson**

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PROFILE

**Communication** is the common thread in my professional life.It’s been about traditional journalism as well as communicating on behalf of companies and organizations. I’m also a project leader, the one who finds creative solutions to problems, encourage my colleagues and make sure the team delivers quality content in time and within budget.

working experiences

**Editor Environment for**

**Development (EfD)**

*2020-*EfD is a global network of research centers, working to promote a sustainable development in the Global South. I’m responsible for our website and all other channels for communication, such as social media and newsletters. I’m also coaching and training the communication officers in our network.

**Editor/Project leader Spoon**

*2019-2020*I’m responsible for the content that we deliver to our customers.I have led some completely new projects, such as building a knowledge hub for Volvo Trucks and creating an e-learning platform for Västtrafik. I have also worked with customer magazines, film production, web content and press releases. I coordinate internal and external resources such as writers, photographers and designers and I also produce content, myself. Spoon is a leading content agency with offices in Sweden, Norway, Denmark, Finland and the UK.

**Editor/Project leader,**

**Break a Story**

*2011-2019*I was responsible for several customer accounts, suchasSvenska mässan, Rasta Group, SCR Svensk Camping, Sveriges Körförbund and Solar. Me and my team produced customer and member magazines, web content, newsletters, annual reports and press releases. My role also included developing these accounts and being a strategic partner for these clients.

**Freelance journalist**

*2000-2011*My customers during these years include a wide variety of newspapers and magazines, such asVeckans Affärer, Råd & Rön, Du & Co, Servicehandlar’n, Platsjournalen, Göteborgsposten and Häst & Ryttare. I also wrote articles for companies and organizations such as Volvo Trucks, Getinge, Semcon, the City of Gothenburg, Chalmers and the University of Gothenburg.

**Advisor, Nyföretagarcentrum/**

**Centrum för Egenföretagare**

*1997-2010*This exciting organization hired me on a consulting basis as an advisor for people who were about to start their own businesses. I helped them with their business plans and marketing questions among others.

**Owner and founder**

**Inspira Travel AB**

*1991-1997*I ran a conference travel agency with a partner. We produced complete travel arrangements including air transportation, transfer, hotel, meals, events, speakers, tours etc. And we learned how to start and run our own business.

**STS Resor**

**Production and sales**

*1989-1991*Starting as a trainee and after a few months me and my future business partner ran the conference department of STS Resor. We sold travel arrangements, mostly to STS’ own destinations and were also responsible for budget and sales.

**Scandinavian News**

**Sales and marketing**

*1988-1989*Sales representative for Incentive Destinations Scandinavia, a magazine aimed at the American incentive travel business.

**Translator**

**Tempus**

*1985*Summer job translating articles from the French newspaper Le Monde and American Washington Post for the Swedish newsmagazine Tempus.

In addition, I have had numerous summer-, weekend, and evening jobs during my years as a student.

education, one year or more

**Journalism, JMG, Gothenburg**

*2000*The one-year Journalism program at the University of Gothenburg, aimed at students who already have an academic degree. Internship at Göteborgsposten.

**Business Management,**

**University of Lund**

*1984-1988*A *civilekonomexamen* (three and a half years, approximately corresponding to a bachelor’s degree). Focus on marketing management.

**American high school**

*1982-1983*Exchange student in Portland, Oregon. Studied Journalism among others and graduated.

**Swedish high school**

*1979-1982*Humanistic focus (languages, social studies etc.).S:t Petri Allmänna Läroverk, Malmö.

education, less than one year

*2012* In Design, Kursverksamheten.

*2000-2009* Courses by SJF (Swedish Journalist’s Union): web journalism, social media, writing workshops, freelance journalism.

*1999* Photoshop, Hogia.

*1999* European Computer Driving License, Hogia.

*1986* French, one semester, University of Lund.

languages

Swedish Native.

English Excellent, close to native

French Intermediate.

German Intermediate.

Norwegian and Danish Good understanding.

It

Microsoft Office 365 Work with daily.

Webb Experience from Wordpress, Joomla, Drupal etc.

E-post Experience from Postman/Paloma, C5 Mail etc.

Photoshop Basic knowledge.

InDesign Basic knowledge.

other experiences

Living abroad Was an exchange student in Portland Oregon 1982-83.

Lived with my family 2009-2010 in Rochester, NY, working as a freelance journalist.

Board member 2011-2013 in the board of Göteborg’s Fältrittklubb, one of the largest riding clubs in Sweden with about 800 members.

Media contacts I have handled media contacts for my riding club as well as my choir, which has resulted in a great number of appearances in newspapers, magazines, radio and TV.

Leisure My free time is preferably spent with my friends and family (I have a partner and two grown up children), riding my horse, running or with my choir friends