

# PIA HYLÉN

SOME / VISUAL COMMUNICATION / PR



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Currently managing the social media, PR and content creation of Glitter International. A creator at heart, with a wide experience in marketing, photography and building community.

## EDUCATION

### **Bachelor's Degree**

Fine Arts, Photography

Novia University of Applied Sciences

2020 - 2022

### **Higher Vocational Degree**

Visual Communication Photography

Fotoskolan STHLM

2018 - 2020

### **Evening course**

Visual Communication,

2015 -2016

## EXPERIENCE

### SOME, CONTENT AND PR MANAGER

#### **Glitter International | 2022 - Current role**

As a Social media and content manager I'm responsible for the social media strategy, creative concepts and content creation. The role includes managing affiliate and influencer marketing.

As a PR Manager I'm responsible for brand relationships with press and influencers in Sweden, Denmark, Norway and Finland.

### PHOTOGRAPHER / GRAPHIC DESIGNER

#### **Freelance | 2018 - Current role**

As a freelance photographer and graphic designer I'm producing still images and video content for artists, brands and private sector clients.

### STUDIO ASSISTANT

#### **Wavy Productions | 2021 - 2022**

Working as a photography assistant, digital assistant and studio assistant for clients such as CHIMI, Svenskt Tenn, Åhléns and Toteme (while taking my BA in Fine Arts photography).

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## SKILLS

### PROFESSIONAL

Studio Photography

Retouch / Editing

Influencer Marketing

Affiliate Marketing

Project Management

Art Direction

Problem solving

## STUDIO MANAGER

### Fotostudio Mjuklyx | 2017 - 2019

As a studio manager I was in charge of the studio while taking my Higher Vocational Degree in Visual Communication. The role included managing client relations and project management.

## BOOKER

### Make A Scene STHLM | 2019 - 2020

MAS is a non profit organisation that creates small live gigs to help artists distribute their music. I worked at MAS as a booker. Unfortunately, MAS had to cancel their shows 2020.

## MARKETING MANAGER

### Thelins Konditori | 2016 - 2017

Working as a marketing manager, I was part of the management team and was responsible for the marketing, sales in stores, strategy in social media, production of content, web and print.

## CAFÉ MANAGER

### Thelins Konditori | 2014 - 2016

Managing Thelins Konditori Östermalmstorg