



PORTFOLIO 2024 SOFI HELLBERG OLSSON

Creative / Communicator



ME

I LIKE TO BE A PART OF CREATIVE PROJECTS AND SOLUTIONS WITH FOCUS ON STRATEGY AND AESTHETICS. I AM INTERESTED IN **CONTENT CREATION, STRATEGY, CREATIVE DIRECTION AND BRANDING.**

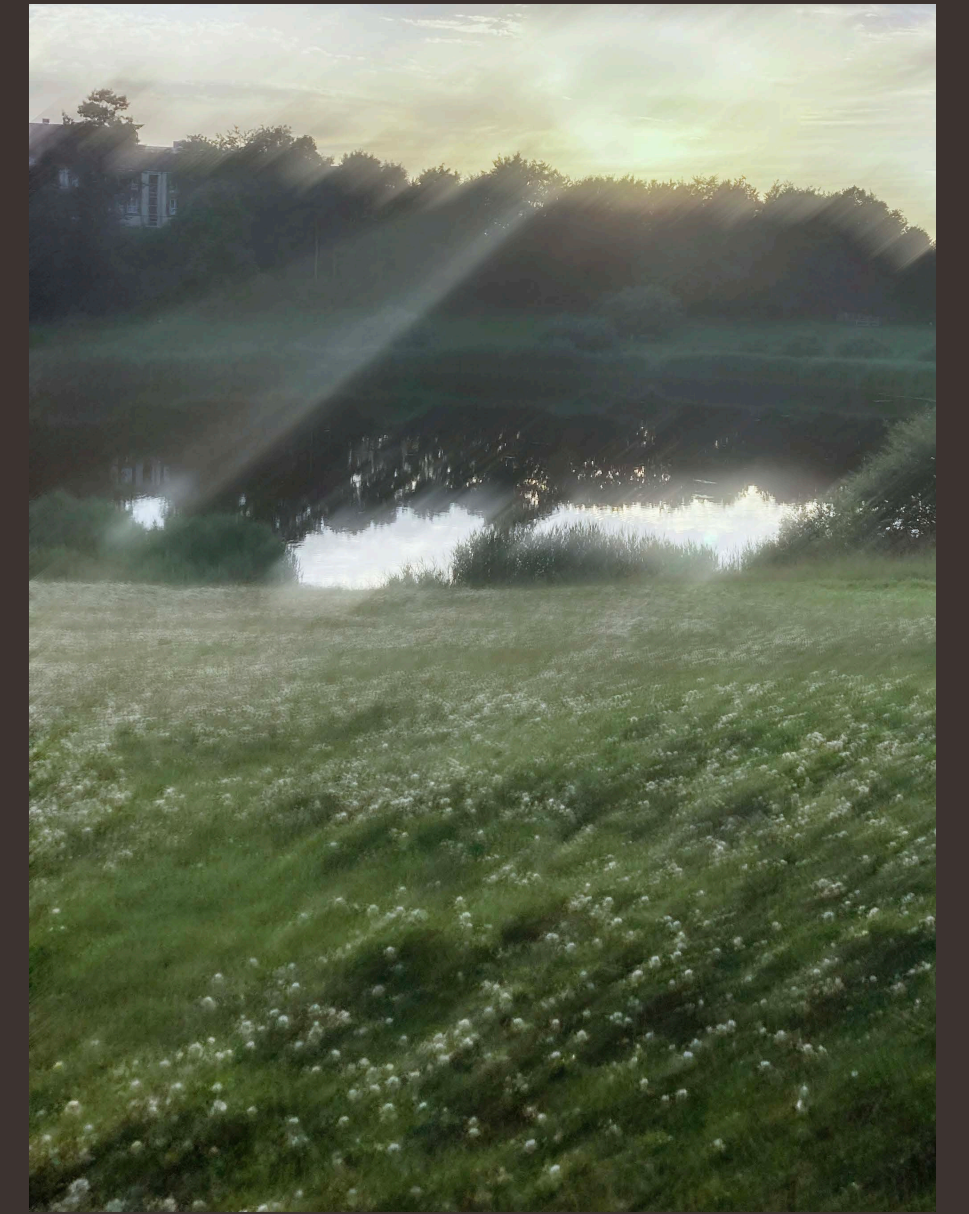
DREAMING OF DIVING DEEPER INTO COMMUNICATION AND WORKING MULTIDICIPLINARY WITH SPORTS, HEALTH AND PEOPLE.

My journey....

In January 2025, I will graduate with a Bachelor's Degree in Design (Creative Branding) from KEA in Copenhagen. My academic journey has included courses in design, writing, gender studies, sustainability, and a longer program in Digital Media at Hyper Island in Karlskrona. These experiences have been rich in collaboration, energy, and innovation. I've explored design methodology, concept development, brand strategy, and business innovation.

Professionally, my longest role was at WAS Entertainment, a Danish indie music company, where I advanced from intern to product manager. There, I created and executed digital and physical marketing campaigns, handled content production (photo, video, graphic design, and text), art direction, and social media strategy. After, I transitioned to freelance content production, much of which was thanks to my network in the music industry. Eventually I resumed my studies. During this time, (and still!) I work as a florist at one of Copenhagen's most amazing flower shops. A refreshing break, and this hands-on, non-digital work really nurture my creativity in new ways.

Most recently, I completed an internship at the Swedish Football Federation, focusing on communication. I can truly say I learned so much and feel privileged to have worked in industries I'm passionate about—music, flowers, and football.



Freelance (2022- present)

Florist & Social media (Blomster Bjarne 2022-present)

Communication Intern (Svenska Fotbollförbundet 2024-2025)

Creative Branding (Bachelors Degree, Copenhagen School of Design and Technology 2023-2025)

Gender, Design & Aesthetics (Luleå Tekniska Universitet 2023)

Sustainable Development (Uppsala University 2023)

Graphic Design (Kristianstad University 2023)

Creative Writing (Folkuniversitetet 2022)

Content Manager (W.A.S. Entertainment 2020-2022)

Digital Media Creative (Hyper Island 2019-2021)

Photography (Copenhagen School of Film and Photography (2018)

PHOTOGRAPHY

At 12, I bought my first camera. Years later I attended Copenhagen's Film and Photo School, where I explored photography as a medium for both art and journalism. This is where my love for analog photography began. Today, I primarily shoot on film, occasionally switching to digital. My style gravitates toward soft, light-filled portraits, but I am eager to experiment with sharp, digital aesthetics. Some of my favorite work includes pregnancy and maternity photos. In 2020, I had the honor of shooting the cover for GAFFA Magazine, featuring my friend and artist Greta's story about motherhood in the music industry.



Inspired by people, nature, light and emotions. Exploring moment of stillness and being present.





Music videos, live sessions, and social media promotion for artists, concerts and events.

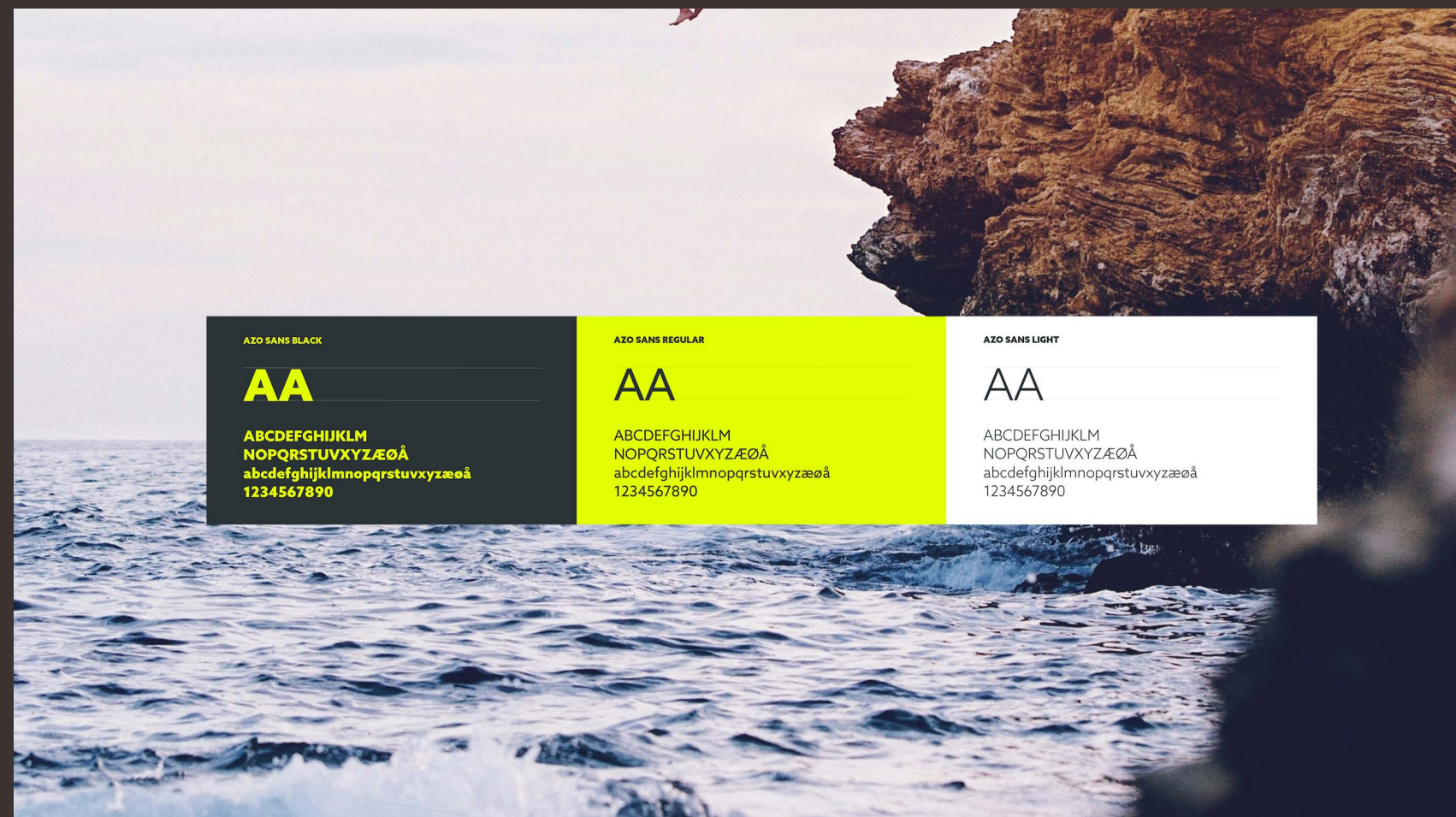
- [Sandcastle Musicvideo]
- [Kind mod Kind x GRETA Reel]
- [Livesession Moi Caprice]
- [Kejser på Værtshus]



Interviews and brand videos, focusing on capturing authentic stories and creating engaging visuals that connect with big and small audiences.

[Links]

VIDEO



At Hyper Island, I developed an appreciation for design, which deepened when I pursued Creative Branding at KEA. My coursework has included multiple projects following the Double Diamond process and leveraging different branding theories. I am particularly drawn to the discover and define phases of branding, where research transforms into insights and propositions. While I value the creative and visual aspects of branding, my core passion lies in the strategic and verbal dimensions—storytelling and crafting brand identities with strong aesthetics and narrative.

Throughout my education, I have focused on strategy, verbal identity, creative direction, and project management. One of my first successful school projects was PUST, a therapy start-up born from Copenhagen Business School. We repositioned the brand with a bold insight: “Therapy discourse is empathetic, but our clients need a kick in the ass.” The result? “No Bullshit Therapy”—a motivational, straightforward brand for those ready to challenge themselves. ”Pust er her for alle dem der er modige nok, til at investere i sig selv.”

Other notable cases include: Developing a modern identity for the Danish Sportfishing Association. Conceptualizing Celsius, a motion-driven fashion brand. And at the moment I’m working on my bachelor project, and a project close to my heart - a suggestion for the brand identity for the Womens Euros in 2029 if held in Denmark and Sweden.



BRANDING

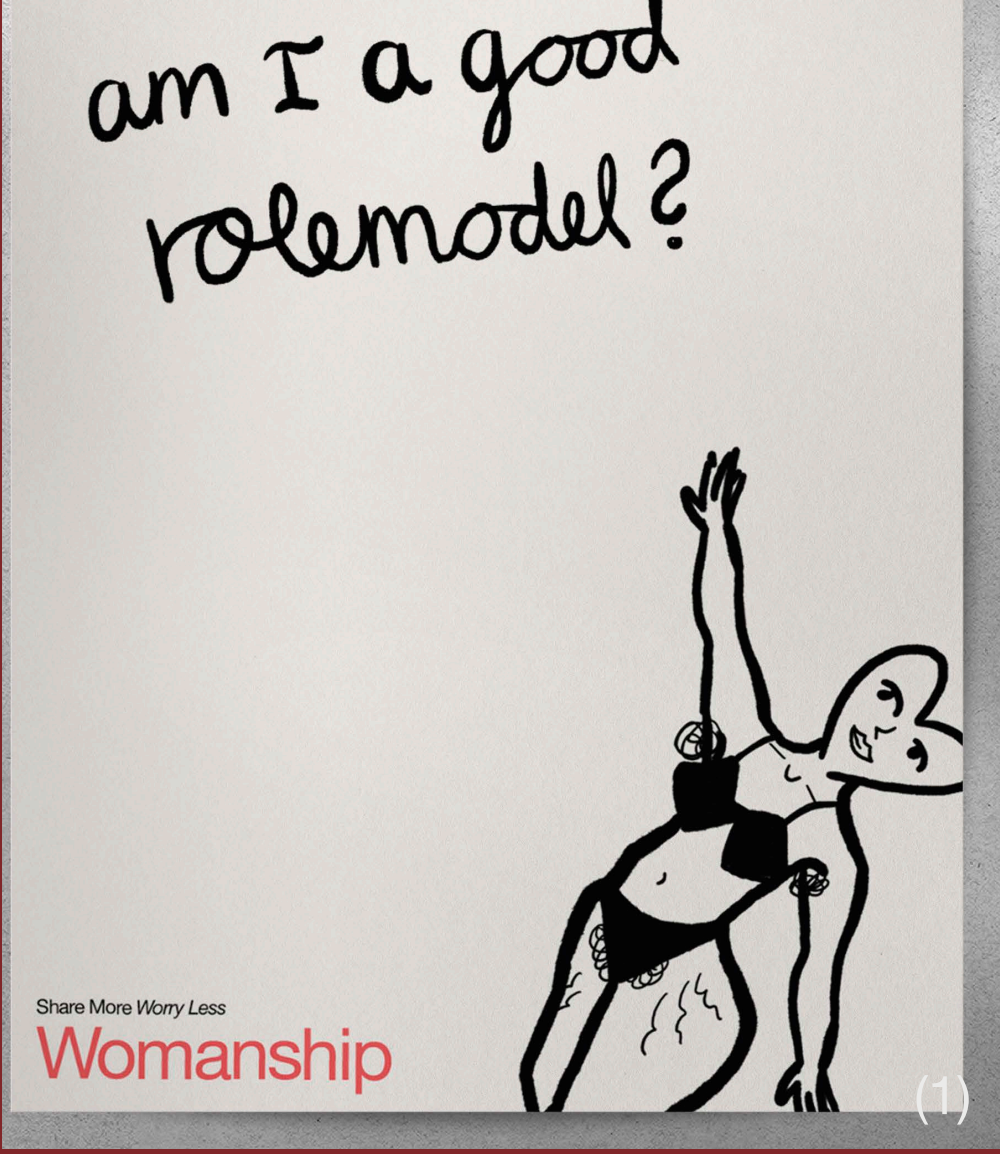
CAMPAIGNS



(1) For Womanship an Amsterdam-based health and community platform, I developed a campaign aimed at recruiting women into its online forum. Problem: Not all women share their worries fully. Insight: Writing your worries down is easier than sharing them in person. Solution: There are many ways to say things without speaking. The insight highlights the role of anonymity in reducing vulnerability and emphasizes the potential for different forms of expression beyond face-to-face communication.

(2) Tasked with addressing LGBTQI+ issues in men’s football as part of a campaign for the Swedish Football Federation, I developed a campaign aimed at addressing the silent culture and encouraging players to embrace authenticity. The campaign sought to capture the tension between the need for role models and the inner longing to dare to be oneself—a longing stifled by a culture of invisibility and silence. Problem: Men struggle with identity and lack visible role models. Solution: A campaign in the language of football, creating visibility, offering support, and positioning the federation as a clear ally.

(3) Campaign and concept for a small, one-day festival, just outside of Copenhagen, meant as a warm-up for the festival season. Før Sommer. Inspired by the beautiful skies and clouds in early spring, the campaign used the sky as an engager for selling tickets and promoting the event, and activating Copenhageners to take the 15-minute bike ride to Vanløse.



CASE

One of my primary responsibilities during my internship at SvFF was to develop the communication strategy, content, and execution for a national project: the anniversary of the terror attack in Brussels on October 16. This project required particular sensitivity, as it was essential to create a respectful and meaningful context without capitalizing on the tragedy.

The goal was to provide players, staff, survivors, and supporters with a platform to reflect on the tragedy while highlighting the unity within football and the symbolic importance of the Swedish national team jersey.

The result was an emotional and impactful project that helped unite and strengthen the Swedish football family. In my role, I worked strategically to develop written and visual communication as well as the overall digital communication plan. The project included the activation of national team players, supporters, and the general public, in close coordination with the organization.

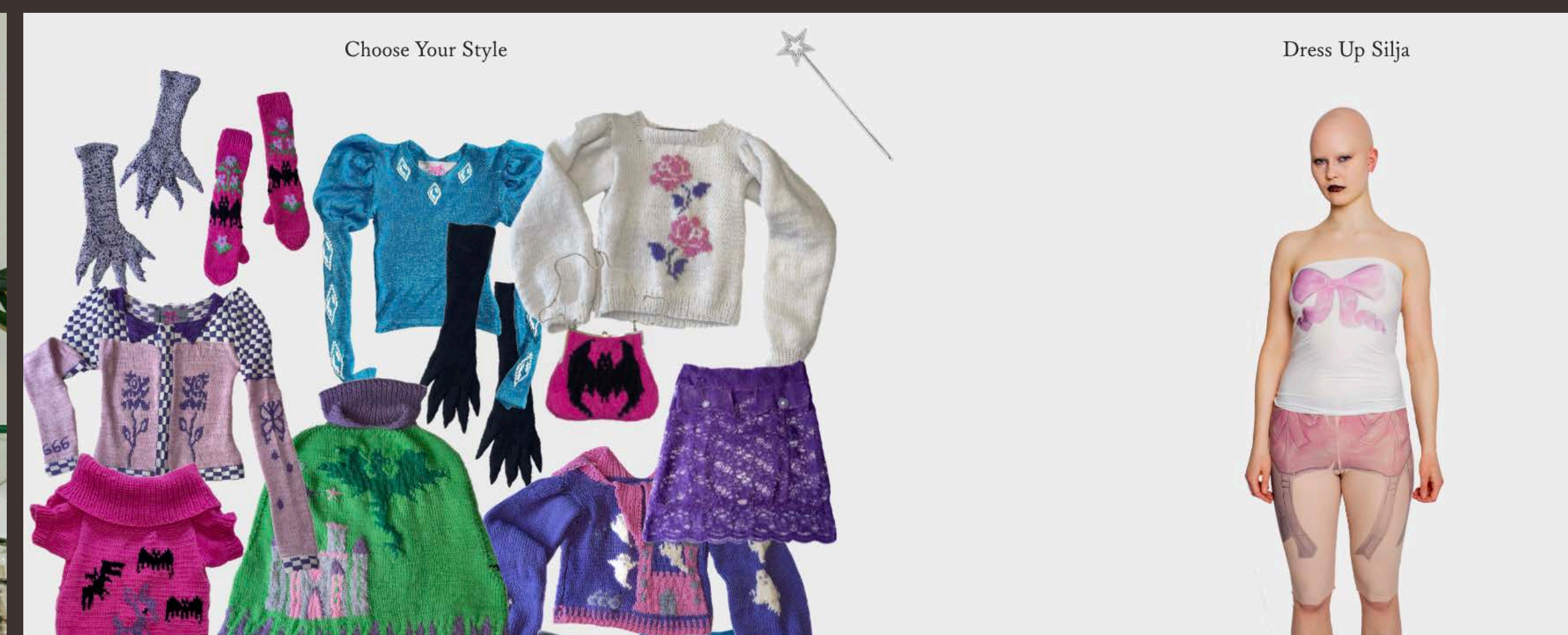
We organized a memorial ceremony where we before spoke with Pelle, survivor of the shooting, and players about the tragic event and emphasized the meaning of supporters' solidarity. This project demonstrated the power of standing together as part of something greater—the blue and yellow family.

I created this video with Pelle, where he shared reflections and memories, and told his story. [https://www.youtube.com/watch?v=BRvVfjS_Sok]





For Oberra, a high-end dining venue, I developed a clean, visually driven website along with photography and menu card designs that captured the restaurant's sophisticated yet relaxed atmosphere and seasonal cuisine.



For Sophia Khaled, crazy and creative fashionbrand, I designed a website reflecting its playful personality. One highlight was an interactive digital dress-up doll, showcasing Khaled's different styles in an engaging and dynamic way.



Inspired by my 95-year-old grandmother and her lifelong passion for flowers, I created a magazine that wove together our shared experiences with flowers. Collaborating with her and my young, talented florist colleagues, the magazine showcases a generational perspective through personal stories and photographs

OTHER (Web, graphics, magazine)

IF YOU'RE INTERESTED TO HEAR MORE PLEASE REACH OUT.



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