

CV



Kim Hartman

Personal Details

Name	Kim Hartman
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Portfolio	www.kimhartman.se/portfolio

Education

2011-2012

Hyper Island: Learning Designer & Facilitator (Diploma)

- The Hyper Island Way
- Individual & organizational learning
- Learning & the educational industry
- Business strategy
- Learning & the public sector
- Change management
- Measurement & evaluation
- Learning & the private sector

2011-2012

Nordic Business Institute: Storytelling – Strategic Communication (Diploma)

- Introduction to Storytelling
- Creative thinking & Entrepreneurship
- Dramaturgy & Narratology
- The written word
- Digital Storytelling
- Corporate storytelling
- Storytelling in the experience industry
- Design & Production

2010 – 2011

Blekinge Technical University: M.Sc. Information Systems (60 ECTS)

- Fundamental issues in informatics
- Design theory, design research
- E-culture
- Master thesis: The motivations behind Open Source

2004 – 2008

The Mid University: B.Sc. Marketing (185 ECTS)

- Marketing
- Market-oriented communication
- Brand management
- Internet economy
- Electronic Business

- Business- to- business
- Business- to- Consumer
- Business Strategy & Marketing
- E- business I
- E- business II
- Industrial Economy
- Statistics
- External accounting
- Internal Accounting
- Leadership in the Public Sector
- Organizational Theory
- Business Writing
- Business Informatics: Direction of Business Processes
- Information Systems from a Managerial Perspective
- Microeconomics I
- Microeconomics II
- Macroeconomics I
- Macroeconomics II
- Law, basic course
- Bachelor Thesis

2007

Informatics studies at Glasgow Caledonian University (30 ECTS)

- Business Web Media
- Information data Analysis
- Business Database management

2006 – 2010

Various courses in Computer Science & Informatics (82 ECTS)

- Information Technology
- Information Security
- E- participation
- Interactive media
- Graphic Design
- Organizational Development from a User-centered Perspective
- Interaction design
- Social media and Web 2.0
- Entrepreneurial Communication Design

Work Experience

Digital Concept Developer at DDB (Berlin, Germany)

When: Oct 2013 to – Jul 2015

Tasks: I was working on the digital part of campaigns for Volkswagen, Deutsche Telekom, Sony, AEG & Electrolux.

Creative at Mother (Buenos Aires, Argentina)

When: Mar 2013 to Jul 2013

Tasks: I worked on the digital part for most of our clients including large Latin American brands as well as international clients such as Diaego and Powerade.

Copywriter at TEDxSödertälje (Södertälje, Sweden)

When: Feb 2013 to Apr 2013

Tasks: My role as a copywriter involved producing ideas and text for more or less every part of the project.

Creative at +Castro Innovation (Buenos Aires, Argentina)

When: Oct 2012 to Dec 2012

Tasks: I was hired by +Castro Innovation / Kraft Foods to participate in The Fly Garage, a social experiment where twenty Creatives from all over the world got together to develop disruptive ideas on one single brief.

Creative at Webbstory (Stockholm, Sweden)

When: Feb 2012 to Aug 2012

Tasks: I worked on a lot of pitches and as a copywriter and concept developer.

Copywriter at SmartBear Software (Stockholm, Sweden)

When: Jun 2011 to Nov 2011

Tasks: I was responsible for all copy throughout the company and worked with growth hacking to increase the amount of trials as well as paying users.

Writer at Concussion Writing (freelance)

When: Mar 2010 to Mar 2012

Tasks: I produced mostly copy for websites, but also more journalistic stuff such as articles and research as well as building complete websites for smaller clients.

References

(Ask for contact details)

Ray Ho, Creative Director at DDB Berlin

Yiannis Lapatas, Creative Director at McCann Dusseldorf

Manolo Chada, Head of Digital at Mother Buenos Aires