

CV – Filippa Johnsson

BSc Stockholm School of Economics, SSE | Student | Communications and Economics background

Address: Norrstigen 44, 181 31 Lidingö, E-mail: filippajohnsson8@gmail.com, Mobile: +46(0)72 57 77 067
LinkedIn: www.linkedin.com/in/filippa-johnsson, Date of Birth: May 8, 2003, Nationality: Swedish & American

SUMMARY

BSc student in Retail Management at Stockholm School of Economics. Experienced in marketing and project management. Communications and leadership experience from President of committee and board member for SSE's student association. Interested in marketing, PR, and business management.

EDUCATION

-
- 202208- current BSc in Retail Management, Stockholm School of Economics, SSE, www.hhs.se** **Sweden**
• GPA 4.14/5, Graduation expected in 2026
- 201908-202106 International Baccalaureate (IB), Stockholm International School, SIS, www.stockholmis.se** **Sweden**
(2 yrs) • Final Grade: 41/45, Top 4% worldwide

PROFESSIONAL EXPERIENCE

-
- 202403-202408 Sales development Representative, Truid**
Sweden *Truid is a software company, a solution for global ID, removing barriers to conversion with instant access to verified users, for identification and signing.*
(6 mos) • Work with administrative tasks, sales development and support for the company's founders.
- 202403-202503 President of committee & board member, SSE Student Association (SASSE)**
Sweden *The Student Association at Stockholm School of Economics is a non profit organization with an annual turnover of 16.5 million sek and 2000 members*
(1 yr) • Work with the SASSE board on administrative tasks, budgeting, operational planning, and leading the association
• Responsible for managing IT infrastructure, ensuring efficient secure systems and networks, optimize technological solutions that enhance productivity and operational efficiency within the organization
- 202305-202312 Marketing Director, 180DC Stockholm, www.180dc.org** **Sweden**
(7 mos) *180DC is a global consulting firm operated by university students that offers pro-bono consulting services to nonprofit organizations and social enterprises.*
• Responsible for developing and implementing marketing strategies to promote the organization's services as a part of the Stockholm Regional Board.
• Overseeing branding, social media, and efforts to engage with clients, partners, and stakeholders effectively.
- 202306-202308 Sales Advisor, H&M, www.hm.com** **Sweden**
(3 mos, Contract) *H&M is a retail group and family of brands offering fashion, design & services with +179,000 employees globally*
• Actively engage with the customers, offer product and fashion industry knowledge in order to contribute to H&M's loyalty program as well as to optimize marketing and sales activities.

OTHER MERITS, TRAININGS & AWARDS

-
- 202302-202302 Head of Communications, SSE Student Association** **SSE**
• Leading comprehensive communication strategies for both the committee and the esteemed SSE Student Association (SASSE).
• Encompassing graphic design, marketing, and photography responsibilities
- 202304-202309 Web Manager, Women's Finance Day (SSE Student Association)** **Sweden**
• Marketing Division for Women's Finance Day—a pioneering career fair fostering gender diversity in finance—I led web content creation, managed information dissemination, and orchestrated dynamic marketing campaigns across online platforms.
- 202203-202206 Introduction to Psychology, Yale University, www.coursera.org/yale** **Online**

SKILLS

Languages **Fluent:** Swedish (native), English (native), **Beginner:** Spanish
IT **Experience in:** Excel, R, G Suite, Canva, Microsoft Office, Fortnox, Hubspot

INTERESTS

Sports such as dance and skiing. Also, psychology and wellbeing, as well as photography.