



ERIKA JONSSON KUNHLAD

WEB CONTENT MANAGER & DIGITAL DESIGNER

PROFESSIONAL SKILLS

Image Editing & Media Management

Media asset management and image banks

Image and video editing

Graphic Design

Graphic design and vector graphics

Information design, data visualization and infographics

Programming & Development

HTML, CSS, JavaScript

React

MUI Material-UI

Bootstrap

Visual Studio Code

StackBlitz

Software

Adobe Creative Cloud

Figma

Microsoft Office

Meta Business Suite

Google Workspace (Docs, Drive, etc.)

CMS

WordPress

Episerver (Optimizely)

Web Publishing

- Web publishing and digital content management
- Webpage creation and editing
- Information architecture and content structuring
- Google Ads creation and design
- SEO

Newsletters & Social Media

- Newsletter creation
- Content production for Instagram, TikTok and other platforms
- Meta Business Suite
- Collaboration with brand partners and sponsors: content planning, event coordination, and production (filming & photography)

Writing

- Journalistic and professional writing: audience-focused texts, plain language, articles, etc.
- Making complex information clear and accessible

Legal & Process Knowledge

- Agile methods (Scrum)
- Legal knowledge: publishing, copyright, DSA, GDPR, PUL, WCAG, DOS Act, rights and archiving

Languages

- Swedish: native
- English: full professional proficiency
- Thai: elementary proficiency

EDUCATION

2024–2025

Master's degree in Informatics with a specialization in Digital Design
Kristianstad University

2021–2024

Bachelor's degree in Web Content Managing and Design
University of Borås

WORK EXPERIENCE

Apr. 2025 – Present

Web Editor / Content Writer, Remote
Nya Tag i Göteborg AB
(Headhunted for the role)

Jun. 2024–Jan. 2025

Web Editor / Content Writer, Remote
Martial Arts News
Freelance assignment

Nov. 2024 – Present

Social Media and Marketing Manager, Remote
Babulfath i Tyresö AB
(Headhunted for the role)

Aug. 2024

Graphic designer, Remote
LJ Creative & Victor Lenas
Freelance assignment