

Anna Loverus

Curriculum Vitae

Name	Anna Loverus
Address	Blekingegatan 46, 11662 Stockholm, Sweden
Voice	+46 (0) 70 333 16 17 or annaloverus on Skype
Email	anna@loverus.se
Web	annaloverus.com
Date of Birth	3 rd December 1988
Citizenship	Swedish / EU

Work Experience

2018 –	<i>Artificial Humanity</i>	Independent Consultant Working with digitalisation, digital marketing and strategic business development for clients such as Bonnier Books, Centerpartiet and the Swedish Civil Contingencies Agency.
2017 - 2018	<i>Spotify</i>	Social Marketing Manager – Nordic, France and Benelux Overseeing digital marketing for multiple markets in Northern Europe. Mostly focusing on strategy, while also building processes for content production and marketing automation.
2015 – 2016	<i>KIT</i>	Distribution Manager Responsible for distribution, digital strategy and readership relations at the Swedish new media start-up KIT.
2012 – 2015	<i>Matter</i>	Senior Digital Strategist Working with digital communication strategies for brands such as Volvo Cars, Nudie Jeans and E.ON.
2011 – 2012	<i>WKY Communications</i>	Communications consultant Helping clients with social media and public relations focusing on digital presence and customer communication. Working with brands such as BMW, Bonnier and Filippa K.
2011 – 2014	<i>Freelance</i>	Journalist Covering technology, gadgets and Internet trends regularly for magazines such as Metro Student and Computer Sweden and daily newspapers like Upsala Nya Tidning.
2010	<i>Svenska Dagbladet Näringsliv and E24</i>	Reporter Covering business and stock market news.

Diplomas

2009 – 2012	B.A. Psychology Faculty of Psychology, Uppsala University	GPA 3.71/4.00
2009 – 2018	B.S. Business and Economics, International Business and Marketing (part time) Faculty of Business, Uppsala University	GPA 3.63/4.00

Other Education

2018	Summer Institute in Political Psychology Stanford University	-
2018	Global Perspectives on Social Change and Digital Media Department of informatics and media, Uppsala University	7,5 hp
2018	Writing in the Sciences Stanford University Online	-
2017	Digital Media, Culture and Society Department of informatics and media, Uppsala University	7,5 hp
2015	Copyright X Berkman Klein Center for Internet and Society in collaboration with Harvard Law School	-

Commissions of trust

2015 –	Vice Chairman of the Education board Nackademin, Higher Vocational Education Marketing Communications in Social Media
2015	Member of the Industry panel Hyper Island, Higher Vocational Education Data Strategy

Entrepreneurial activities

2015	Makertjej Co-founder An initiative for girls between the ages of 10 and 18 to try out creative technology and electronics in a safe and fun environment.
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- 2011 – 2012 **Gadgette**
Co-founder
Magazine about technology, gadgets and the Internet with a focus on female readers
- 2009 - 2011 **Lilla Gumman**
Co-founder
Swedens largest blog about technology, gadgets and things related to the Internet

Teaching (selection)

- 2018, 2019 YH-utbildningar i Piteå – Digital Strateg
- 2015, 2016, 2017 Nackademin – Marketing Communications in Social Media
- 2019 Hyper Island – Business Developer
- 2015 Berghs School of Communication – Digital Management
- 2015 Berghs School of Communication – Interactive Communication
- 2018 Hyper Island – Digital Data Strategist
- 2014 Schibstedt – Schibstedt Journalism Academy

Interactions with society (selection)

- 2017, 2018, 2019 Volunteer – Mattecentrum
- 2016 Panelist at Publicistklubben – Robot journalism and algorithms
- 2015 Workshop leader at Tekla Festival, Royal School of Technology – Electronics for girls
- 2014, 2015 Technology expert at TV4 – Nyhetsmorgon
- 2014 Technology expert at Sveriges Radio, P4 – Irving i P4
- 2013 Technology expert at Sveriges Radio, P1 – Nya Vågen