Nicole Scott

Social, Creator & Community Strategist | Content Strategy | Influencer Marketing

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SUMMARY

Social, creator and community strategist with **6+ years** turning audience insight into campaigns, creator partnerships and communities across Europe and North America. I work from strategy through execution: social and content planning, briefs, creator discovery and vetting, community insight, paid social and reporting. Brands I've worked with include Husqvarna, Old Spice, Essity, Ericsson, RFSU, Google and Volvo, across **7+ markets**. I led influencer strategy for Kyutee Beauty's campaign supporting **Michelle Obama's When We All Vote**, contributing to **18M+ reach**. I use AI to prototype ideas fast and keep the judgment human. **Webby Award** winner. EU passport and Swedish personnummer.

WORK EXPERIENCE

Social Media Lead · Happily Employed · **Sep 2025–Present** · Stockholm

- Own social strategy across LinkedIn and Instagram for a nonprofit job board, growing LinkedIn followers **62% in 30 days** (+167) and taking the page **past 1,000 followers**.
- Built the content system from scratch: content pillars, a 3-post-a-week funnel calendar alternating job seeker and employer audiences, a Notion → Slack approval → Buffer workflow, and UTM tracking.
- Ran a 4-week campaign building interest ahead of the C.A.R.E. Certification pilot, reaching **3,800+ impressions**; adjusted posting times, captions and visuals mid-campaign based on performance data.

Social, Content & Creator Marketing · Valtech Radon · **Aug–Dec 2024** · Stockholm

- Delivered social, creator, content and reporting work for **15+ global and Nordic brands** across **7+ markets**, including **Husqvarna, Old Spice, Essity, Ericsson, DSM-Firmenich and RFSU**.
- **Husqvarna:** Ran creator discovery and audience vetting (age, gender and country fit) across **5+ markets**, taking **15 creators** from brief to shortlist, and presented recommendations directly to client stakeholders.
- **Old Spice:** Profiled **40+ TikTok creators** across **7 CEE markets** and mapped youth editing, storytelling and music trends to shape creator selection and creative direction.
- **Ericsson:** Researched **12** anniversary and reinvention campaigns to inform creative direction for the global 150th anniversary campaign, then owned ad reporting and performance tracking.
- **RFSU:** Supported campaign reporting for "Just Give a F*ck," winner of **7 awards** (incl. The Drum, Eurobest, The One Show) and **12 shortlists** incl. Cannes Lions.
- **DSM-Firmenich:** Built creative briefs, one-pagers, asset systems and campaign tracking across multiple simultaneous workstreams.
- **Essity:** Managed content for a **409K+** community. Newsletter subscribers grew **+32.7%** and engagement **+18.3%**.

Social Media Manager · Black Château / The BookFest · **Nov 2021–Sep 2025** · Remote

- Owned social strategy, day-to-day content, newsletter editorial and SEO blog content for an independent literary PR agency during the period it won a **2022 Webby Award**.
- Built The BookFest Facebook community from **0 to 11K**. Its biannual livestream reached **nearly 1M views**, supported by year-round community, speaker and event content.
- Managed paid BookTok creator partnerships reaching a combined **150K+** audience, from creator selection and briefs through relationships, publishing and performance tracking.

Influencer Strategist · Kyutee Beauty x When We All Vote · **2020–2022** · Remote, USA

- Led influencer strategy and outreach for Kyutee Beauty's campaign supporting **Michelle Obama's When We All Vote**, contributing to **18M+ reach**.
- Managed creator and affiliate outreach, briefing and coordination across **20+ creators**; content was reposted by the official When We All Vote Instagram account.

Additional experience: Community Moderator, ADHD Female Entrepreneur Group (**26K+** members, 2020–Present) · Marketing Specialist, SOAS University of London (2022) · Freelance: brand and merchandise strategy for Google, electric transition concept study for Volvo, AI-assisted creative production for Klarna and Stiftelsen Spelkultur, fashion product copywriting.

EDUCATION

Professional Degree, Digital Marketing · Noroff School of Technology | Jan–Dec 2025
Content Development · Hyper Island | Aug–Dec 2024
Fashion Design · RCC Institute of Technology | **BA Art History & Communications** · McGill University

AWARDS & TRAINING

Webby Award, Websites and Mobile Sites, Independent Publishers (2022) · **WORTH Partnership Project Winner**, EU Innovation Prize (2020) for PreemieCme · **4× Featured by LinkedIn News** (2026)
Anthropic AI Fluency: Claude 101 & Code 101 (2026) · TikTok Academy (2026) · Ongoing Python learning

SKILLS, TOOLS & LANGUAGES

Skills: Social Media Strategy · Content Strategy · Creator & Influencer Marketing · Affiliate Partnerships · Community Management · Campaign Management · Creator Research & Audience Vetting · Trend Research · Briefing · Reporting & Analytics · Paid Social · SEO Content · AI-Assisted Creative Production
Tools: Meta Ads Manager · Meta Business Suite · TikTok · Google Analytics 4 · Mailchimp · Buffer · Hootsuite · Notion · Slack · Asana · Canva · Adobe Creative Suite · CapCut · WordPress/Yoast · ChatGPT · Claude
Languages: English (native) · French (fluent) · Swedish (conversational)