

Creative Portfolio

Social Media & Marketing



Introduction

Anna Krepp

I'm Anna Krepp, a Social Media and Marketing Manager helping brands grow through content, creativity, and strategy!



Quick fun-facts

Stockholm, Sweden

Lived in London for 6 years 🏠

UN Volunteer 💙

Create my own business at 13 and sold for over 600 000 SEK in two years 💰

Built my entire social media presence from scratch! ✓

100% a Cat person 🐾

LOVE to travel, favorite visited country is Vietnam! ✈️

Areas of expertise

Specializing in content, social media, and digital marketing.

Strategy

- Social Media
- Content Planning
- Campaign Development
- Brand Positioning

Marketing

- Content Marketing
- Influencer Partnerships
- Community Building
- Digital Campaigns

Creative

- Video Production
- Photography
- Editing
- Graphic Design

Insights

- Analytics
- Performance Reporting
- Audience Research
- Content Optimization

Knowledgeable in:

Design - Canva • Capcut • Lightroom • Pixlr X & E

Video - CapCut • TikTok Editor

Social Media - Instagram • TikTok • Meta Business Suite • LinkedIn

Analytics - Meta Insights • TikTok Analytics • Google Analytics

AI - ChatGPT • Canva AI • Gemini

Planning - Google Workspace • Google Sheets





A Swedish platform that helps students and parents compare upper secondary schools and universities to find the right education.

Social Media Marketing Manager July 2026- Current

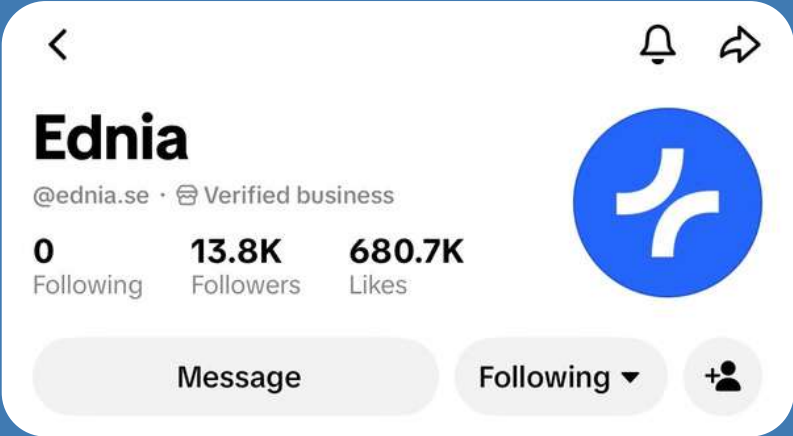
1,6 M

views in one month, best of the year

846K
TikTok

746K
Instagram

227K+
Per post



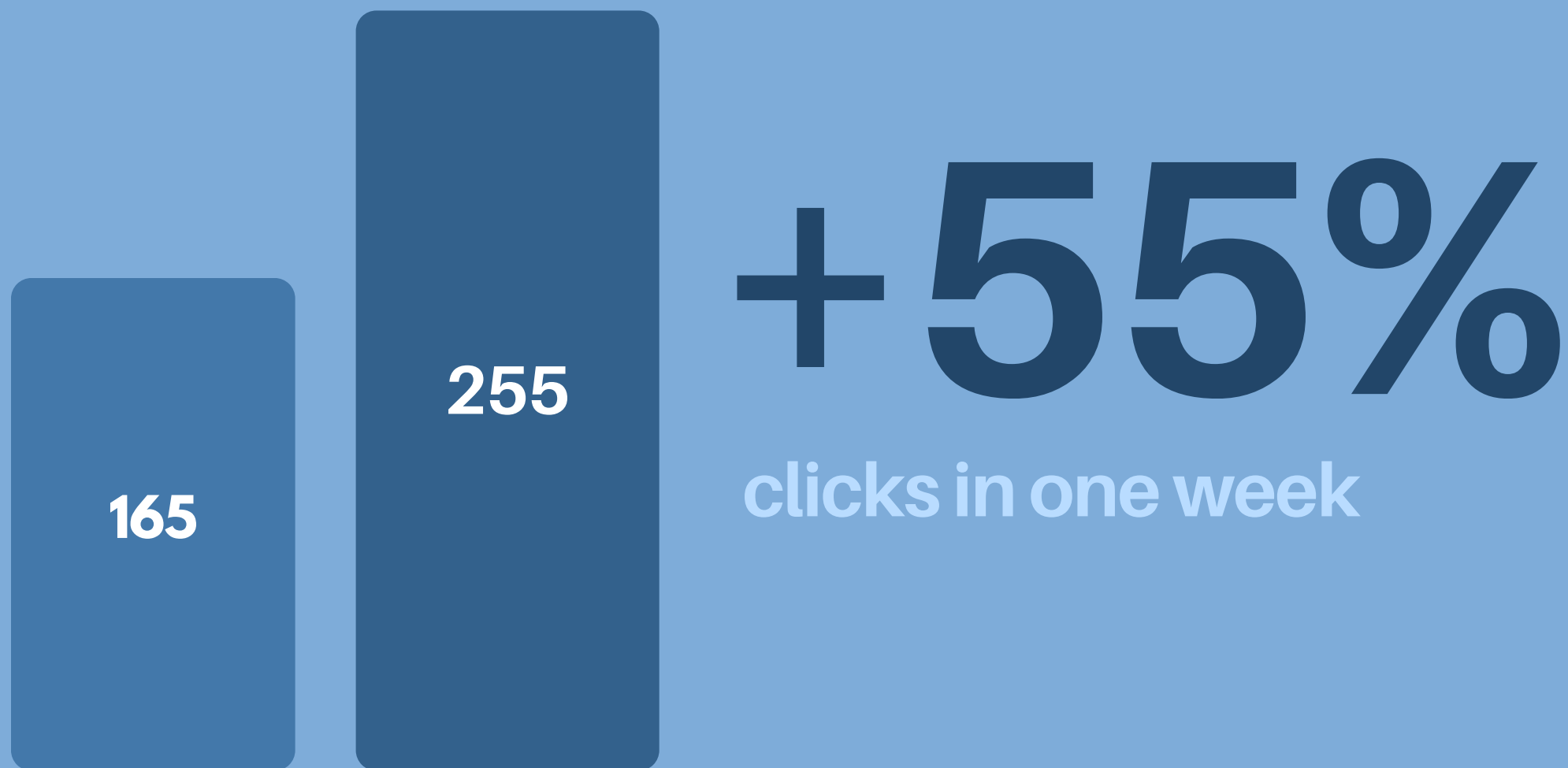
Content
IDEAS, FILMING,
EDITING, POSTING

Follow-up
NUMBERS AND CLICKS
EVERY WEEK

Campaigns
MORE TRAFFIC TO THE
WEBSITE

ednia • Two Initiatives

TikTok LIVE



Goal: 200 clicks /week

Did: Launched weekly lives on TikTok

Results: 55% more clicks in one week

Kick-Offs

120k+ views



250k+ views



Goal: 500k views/week

Did: Visited upper secondary schools
“kick off parties” and hosted interviews

Results: Over 1 million views

LYKO

Sales associate and social media responsible, MOOD Gallerian
Also created content for Lyko Sweden

100 → 1100+

followers on the store account

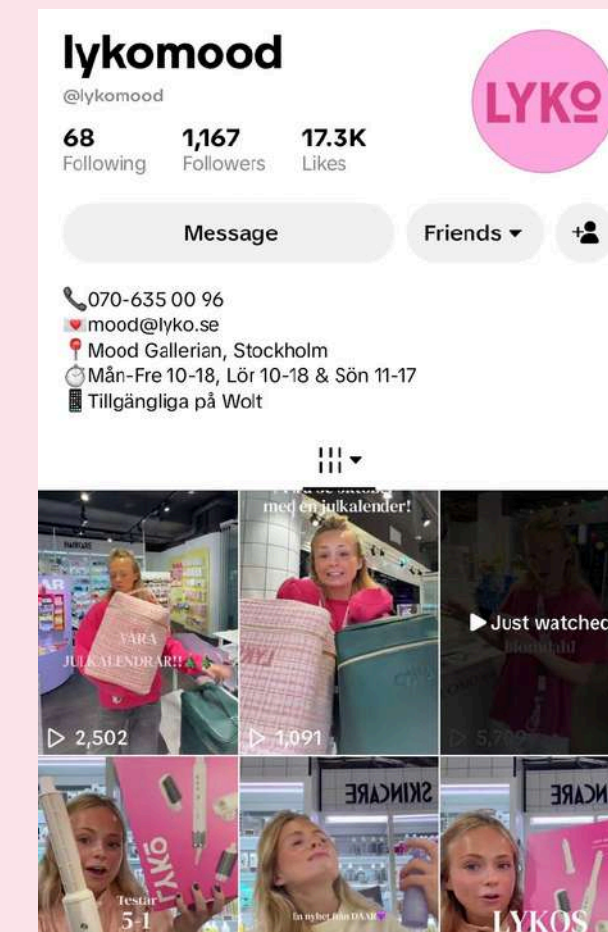
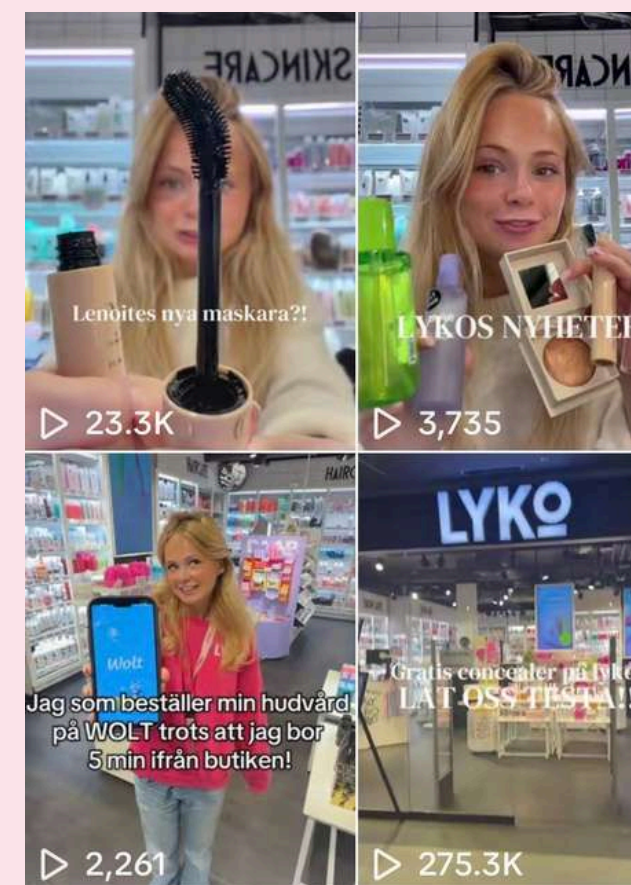
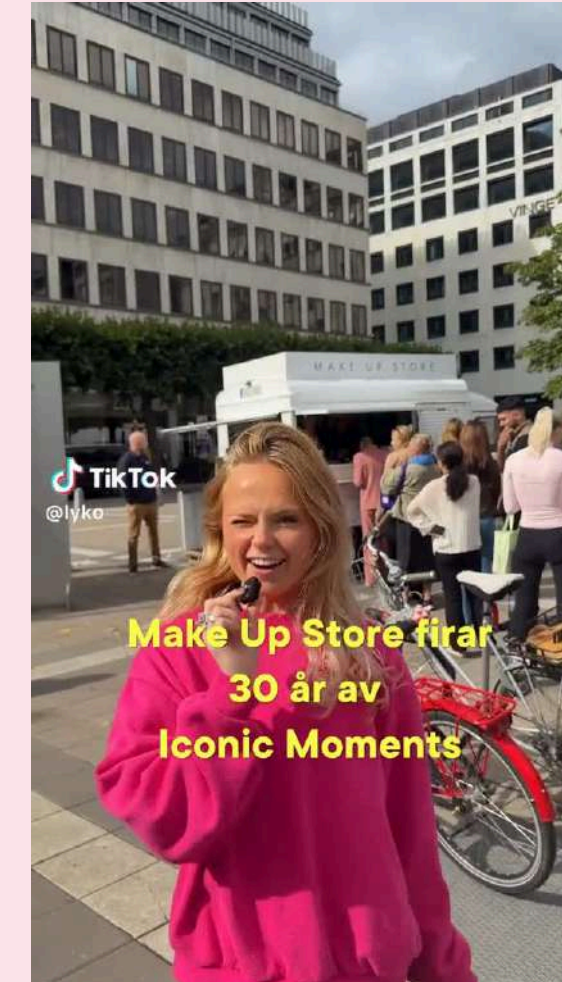
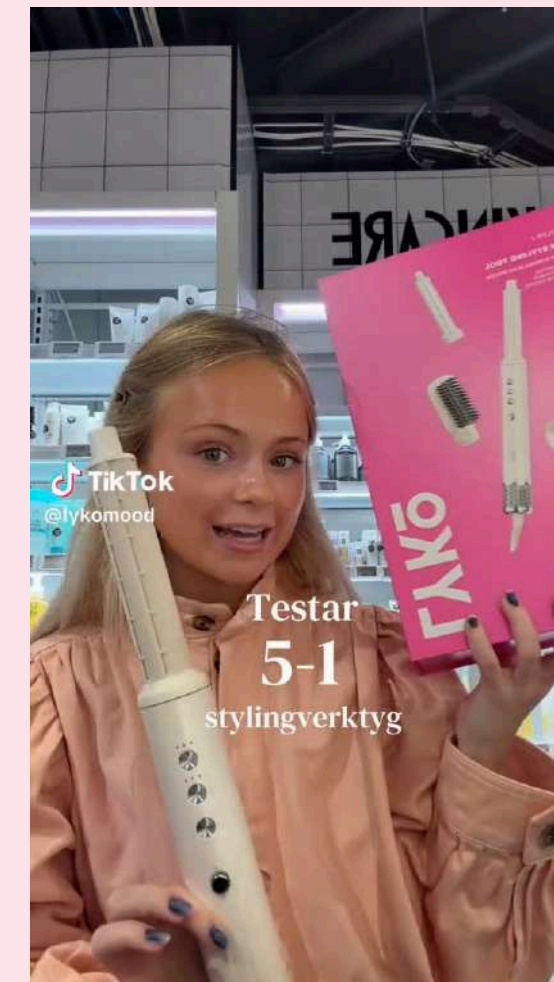
Most viral video

275K
views

2800+
saves

3700+
shares

In-Store atmosphere and content about the stores offerings!



Lysa jewelry

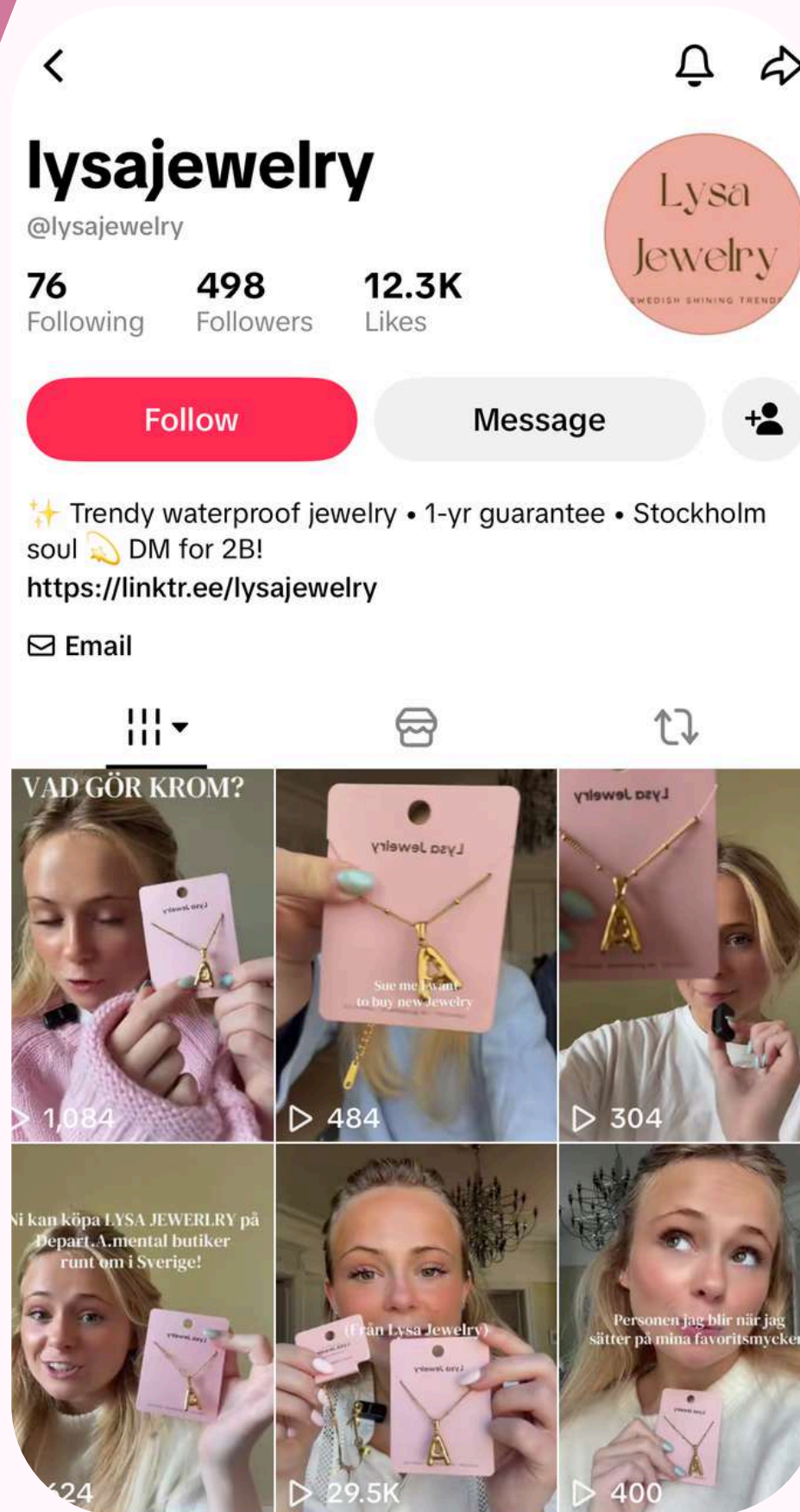
Social media manager dec 2025- sep 2026

Swedish jewelry brand focused on timeless and personalized pieces.

My role:

- Social Media Management
- Content Strategy
- Content Planning
- Photography & Videography
- Video Editing
- Community Management
- Campaign Development
- Analytics & Reporting
- Influencer marketing

Platforms managed:



Post examples:

Carousel



Talk to cam / USPS





C.L. SEIFERT

Kungliga hovleverantörer

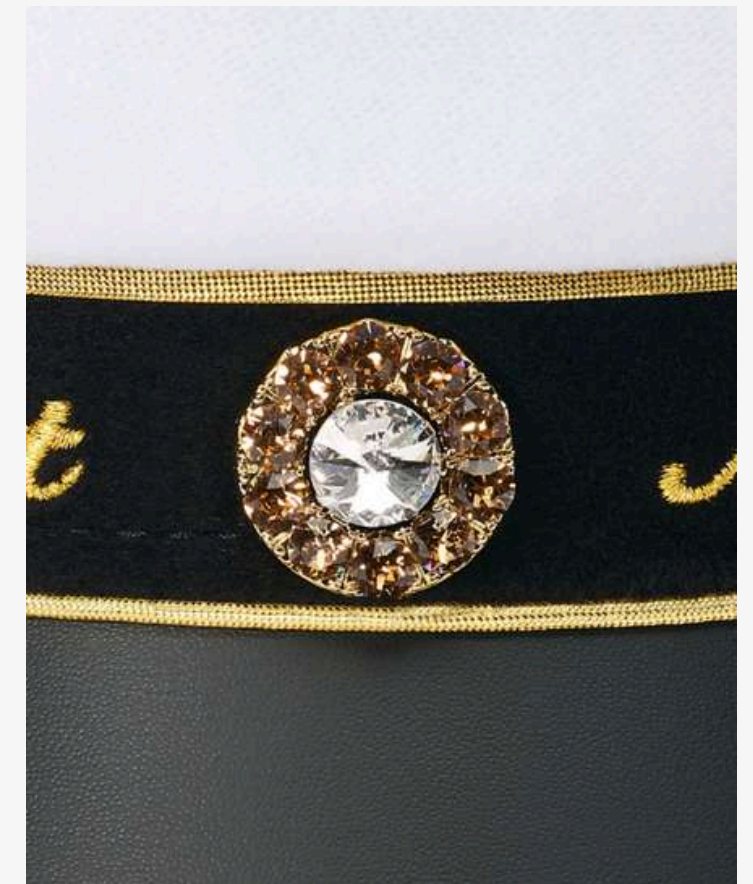
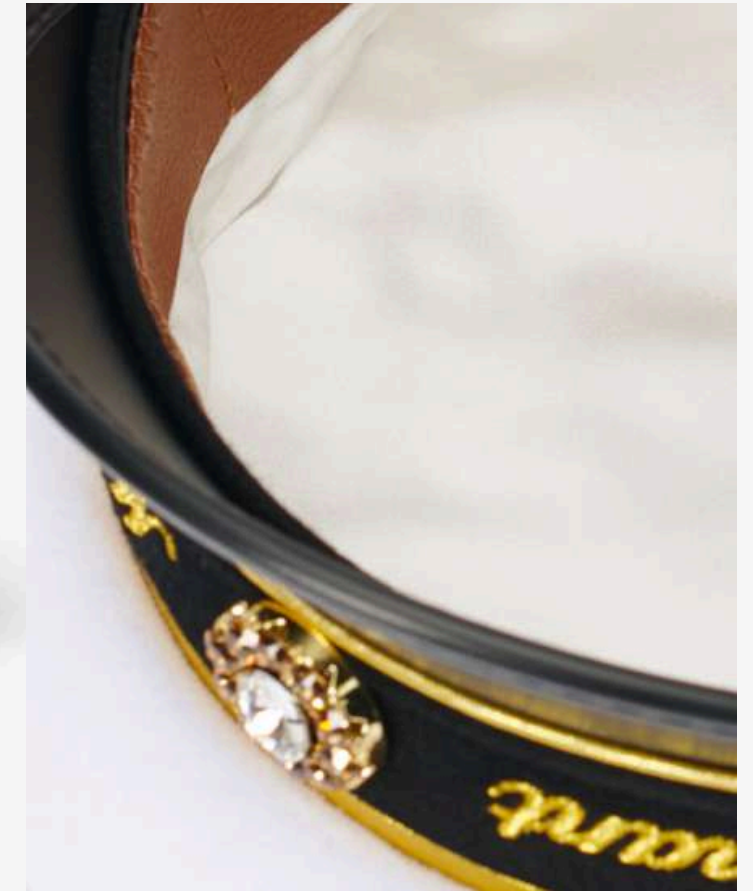
**Sales representative &
Social Media responsible**

sep-dec 2025

The Nordic region's largest supplier of
graduation caps and royal court suppliers

My role & responsibilities

- Sales and customer relations
- Social media content creation 1 video/day for 3 months
- Content planning & strategy
- Community management and support
- Assisted the social media manager in selecting influencers
- Monitoring performance and optimizing content



Won best content creator of the year!

Strategy, Content & Impact

Collaboration & community

My goal was to increase brand awarness,
earn positive media and reach more future graduations!



2M+

Views across
platforms



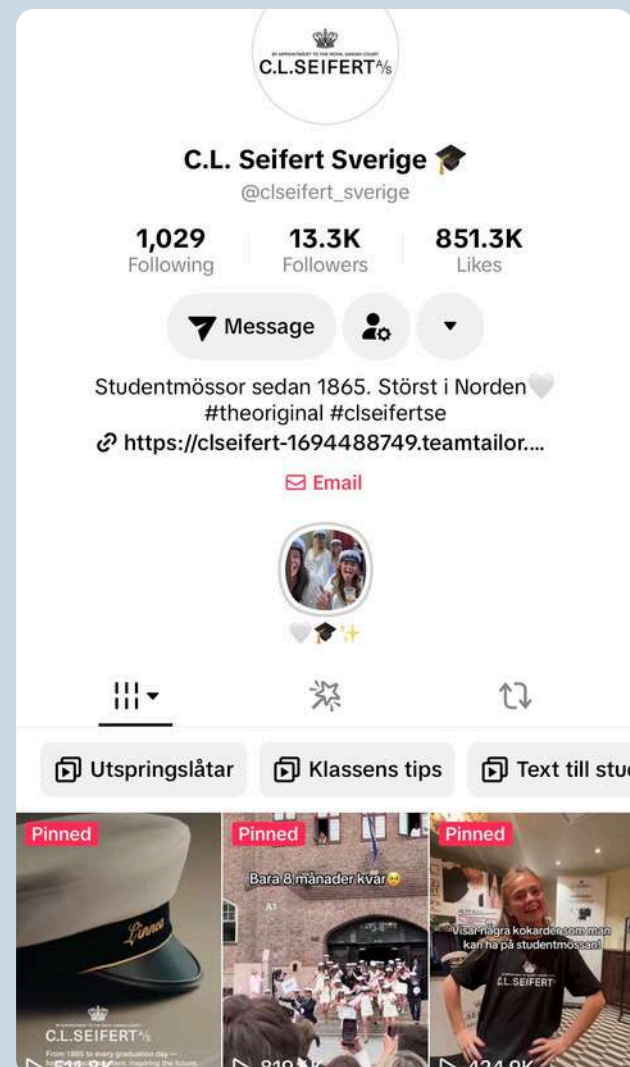
90+

Videos created in
3 months



Award winner

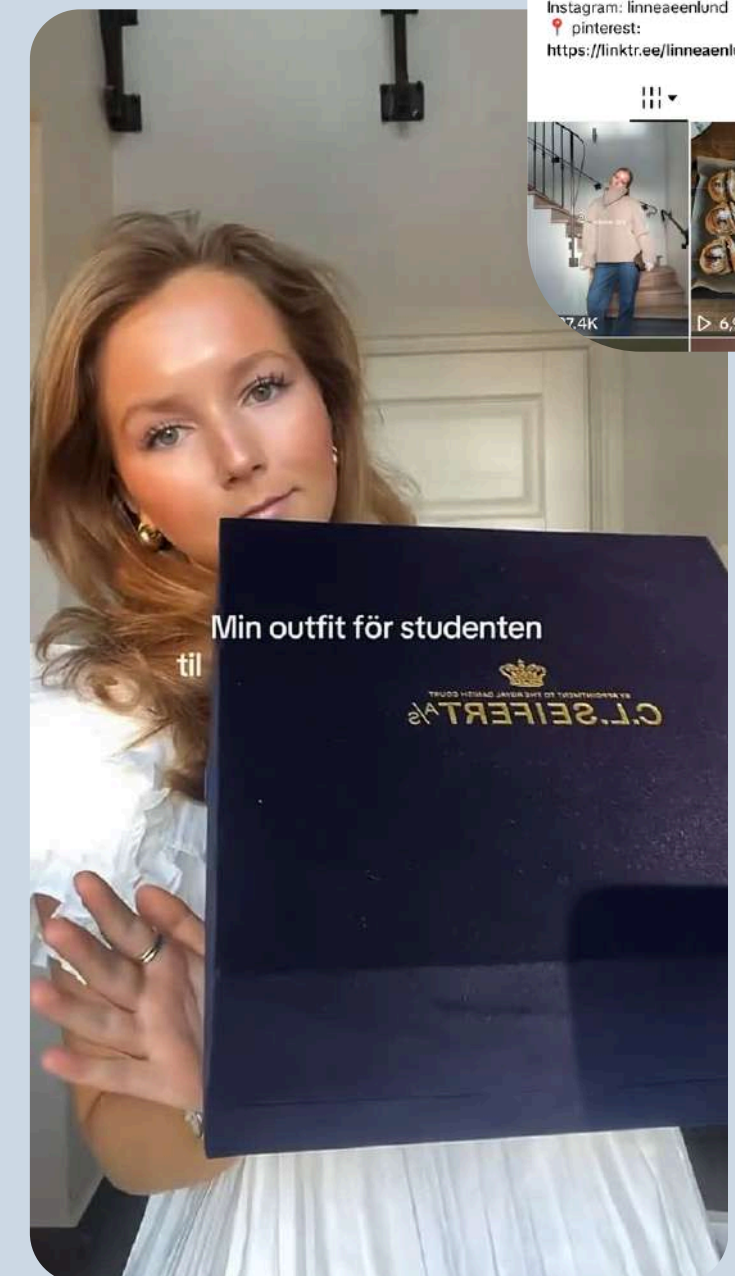
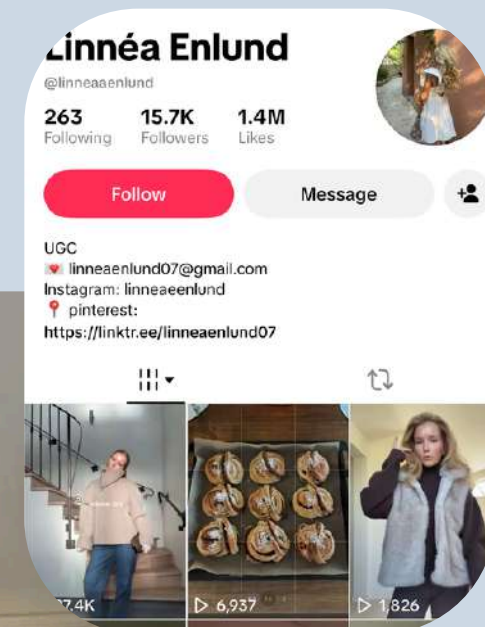
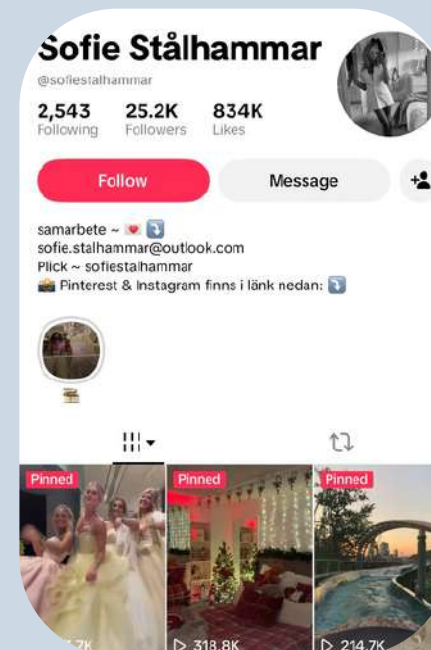
Best content
creator of the year



Assisted in identifying and selecting
relevant influencers and ambassadors



Managed comments, DM's and
customer inquires daily



Awards & recognition



Awards

Best Content Creator of the Year – C.L. Seifert

Student Union of the Year - Led an award-winning student union as President, overseeing operations with an annual turnover of SEK 1.2 million.

Leadership

United Nations Volunteer

Student Union President

Leadership experience across both non-profit and professional environments

Milestones

4M+ Organic Views

SEK 1.2M Annual Turnover Managed

1000+ pieces of content produced



@AnnaKrepp



@Annasdagbok



Annasophieek@gmail.com



+46 72 360 04 35



Odengatan 75
11322, Stockholm



Let's Connect!

Thank you so much!

Anna Krepp

