

Creative Portfolio

ABIGAIL TORSTENSON



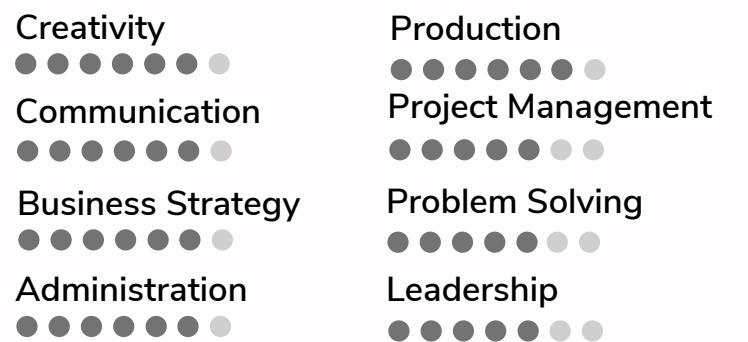
CREATIVE PRODUCER / ART DIRECTOR



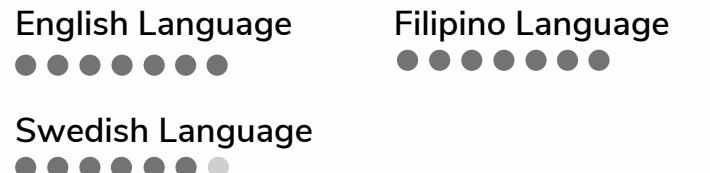
Contact

- Stockholm, Sweden
- +46736554719
- abigail.torstenson@gmail.com
- <https://www.linkedin.com/in/abigailtorstenson/>
- <https://vimeo.com/user171203329>

Skills



Language Skills



Creative Skills

- Creative Direction, Art Direction, Graphics Design,
- Photography & Videography, Creative Production
- Marketing Communications, Copywriting & Proofreading
- Brand Marketing
- Interior Design & Fashion Styling

Program Knowledge

- Canva & Adobe Creative Suite
- Google Analytics, Paid Ads, SEO Optimization
- Webflow, Hubspot, CRM, Hootsuite
- MS Office

Education

- **BA in Entrepreneurship with Fashion** 2004 - 2009
Southville International School & Colleges Philippines
- **New Leaders, Project Management** 2014 - 2015
Harvard Business School Online
- **Music Academy & Creative Internship** 2017 - 2019
Hillsong Sweden / Marrianelund Folkhogskola
- **Interior Stylist** 2021 - 2022
House of Kihlgren

Work Experience

- **A21 Scandinavia**
Content Producer & SoMe Manager (Freelance)
Stockholm, Aug 2023 - current
 - Creating content and copy in Swedish for A21, helping abolish human trafficking and slavery worldwide. Also, managing the Social Media accounts for A21 Sweden.
- **Sysarb**
Creative Producer / Art Director (Full Time)
Stockholm, Jan 2022- Feb 2023
 - Hands-on with all the Creative Projects as a Creative Director, Copywriter, DoP and Art Director.
 - Part of Brand Marketing to grow the company's brand identity through Web design, Social Media and video contents that speak for company's mission towards equality, justice and Fair Employment.
- **Sudio**
Marketing Coordinator / Production Stylist (Full Time)
Stockholm, Feb 2021- Jan 2022
 - Growth Marketing for the Philippine Market for Sudio.
 - Doing fun collaborations with different Artists and Influencers.
 - Doing different Marketing Strategies to expand the brand through different platforms and collaborations.
 - Provided Production Styling for product shoot and campaign production.
- **Logcast**
Community Manager (Part Time)
Stockholm, Jan 2021 - Jun 2021
 - Help the start up phase of the podcast social app by focusing on building the Community.
 - Engaging with creators within the app by providing support.
 - Updating them with newsletters, audio community tips, product & event updates & any information needed to be communicated.
- **Fluor Daniel Inc.**
Project Admin Lead / Document Engineer (Full Time)
Manila / Kuala Lumpur, March 2012 - Dec 2016
 - Provides Overall assistance to the engineering project from start-up to close-out.
 - Supervises Area Project Support Technicians to ensure that the assignments are aligned and coordinated.
 - Ensures all documents to be issued to the clients such as procedures, contracts, etc. are proofread and properly structured for submission.
 - Provides quarterly training plans and hold classes for the Administrative Support and monitors their progress on a monthly basis.
- **Cosmic Technologies Inc.**
Marketing Communications Specialist (Full Time)
Manila, Mar 2011 - Mar 2012
 - Constructs ideas and designs for Marketing Collaterals of a Mobile Company.
 - Plans and Budgets Monthly Ad placements on Newspapers, Radio Broadcasts, Billboards and TV Commercials.
 - Organizes Company events, Product release and Press Conference.
 - Hands-on with Product photo shoots with endorsers. Constructs ideas and designs for Marketing Collaterals of a Mobile Company.

ABIGAIL TORSTENSON

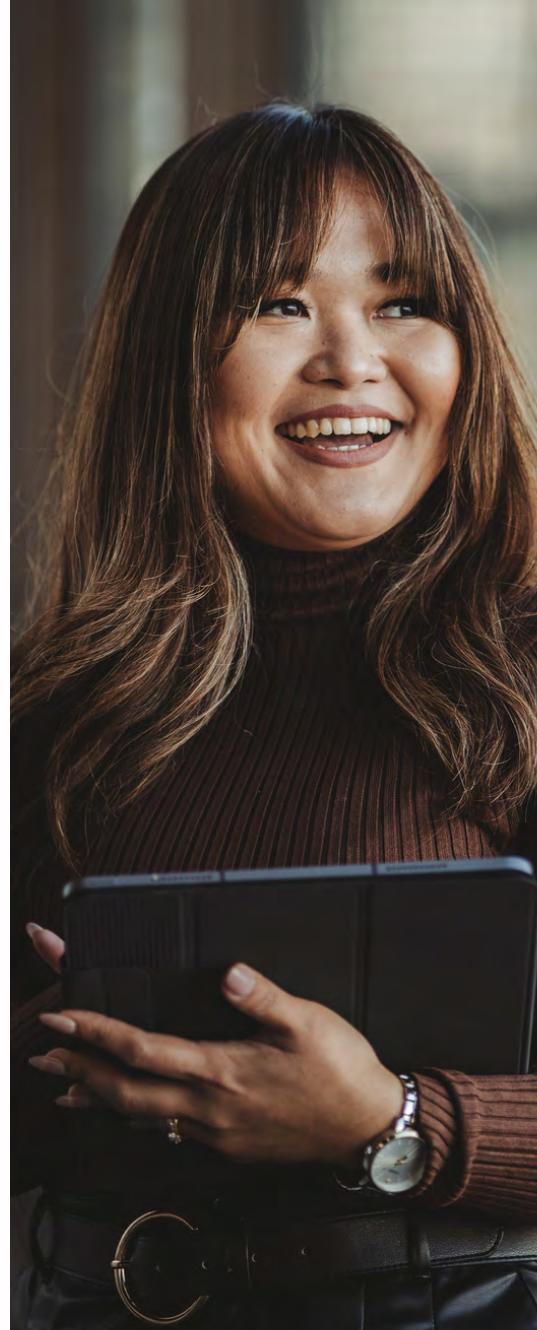
Hej!

I'm Abby with a work experience as a Creative Director, Creative Producer, Art Director, Videographer, Copywriter, Social Media Manager and Styling both in Fashion & Interior Design.

I have worked with different creative projects where I get to birth ideas, go through tons of research, write the script, do production planning, design content materials & campaigns, and even be the person behind the camera.

I also handle Social Media channels, content planning, copywriting and graphic designing.

This portfolio is a glimpse of some of the works I've done for a company called Sysarb, an HR Tech company that intends to create awareness about Equality & Diversity.





Content Creation



A21 Scandinavia

www.a21.org



Swedish Text & Graphics

WALK FOR FREEDOM

14 OCT 2023

SEDA 2014 HAR VI SETT MÄNNISKOR ENADE, STÄDER AKTIVERADE, SÄRBARHET MINSKAD OCH FRIHET MÅNDUBBLATS

9
ÅR
ÖVER
500
STÄDER
MER ÄN
80
LÄNDER

DISTRIBUERAT
NÄSTAN
1.3
MILJONER
INFORMATIONS-
MATERIAL
NÄTT ÖVER
1.2
MILJADER
MÄNNISKOR
VIA MEDIA
MILJONTALS
STEG

OM 2 VECKOR
KOMMER TUSENTALS
PERSONER GÅ PÅ GATORNA
I HUNDRATALS STÄDER
VÄRLDEN ÖVER FÖR ATT
NÅ UT TILL SIN STAD MED
INFORMATION OM
MÄNNISKOHANDEL OCH HUR
MAN STOPPAR DET.

KOMMER DU GÖRA OSS
SÄLLSKAP?

REGISTERA DIG NU:
A21.ORG/WALK

NÄSTAN
50 MILJONER
MÄNNISKOR ÄR
IDAG FAST I DET
MODERNA
SLAVERIET.

LOCAL ACTION — GLOBAL IMPACT

OCTOBER 14, 2023

DE FLESTA
MÄNNISKOR
FÖRBLIR
OMEDVETNA OM
DENNA ORÄTTVISA,
ELLER ÄR OSÄKRA
PÅ VAD DE SKA
GÖRA ÅT DET.

LOCAL ACTION — GLOBAL IMPACT

OCTOBER 14, 2023

14 OKT 2023
3 DAGAR
KVAR TILL
WALK FOR FREEDOM

STOCKHOLM
GÖTEBORG
ÖREBRO
JÖNKÖPING
Malmö
SKÖVDE
VÄSTERÅS
VÄXJÖ

REGISTRERA DIG NU
A21.ORG/WALK

1 DAG
KVAR
TILL

14 OKT 2023

WALK FOR FREEDOM
STOCKHOLM
GÖTEBORG
ÖREBRO
JÖNKÖPING
Malmö
SKÖVDE
VÄSTERÅS
VÄXJÖ

REGISTRERA DIG NU
A21.ORG/WALK

Content Creation



A21 Scandinavia

www.a21.org



WALK FOR FREEDOM
DET ÄR INTE FÖR
SENT ATT HJÄLPA TILL ATT
BRYTA CYKLEN
BESTÄM DIG FÖR ATT
ENGAGERA DIG IDAG.
→
LOCAL ACTION — GLOBAL IMPACT
OCTOBER 14, 2023

WALK FOR FREEDOM
1 INVESTERA I FRIHET:
A21.ORG/GIVE
2 DELA DET HÄR INLÄGGET.
LOCAL ACTION — GLOBAL IMPACT
OCTOBER 14, 2023



WE KNOW THAT
FREEDOM
WILL HAVE THE
FINAL WORD.



Instagram Story



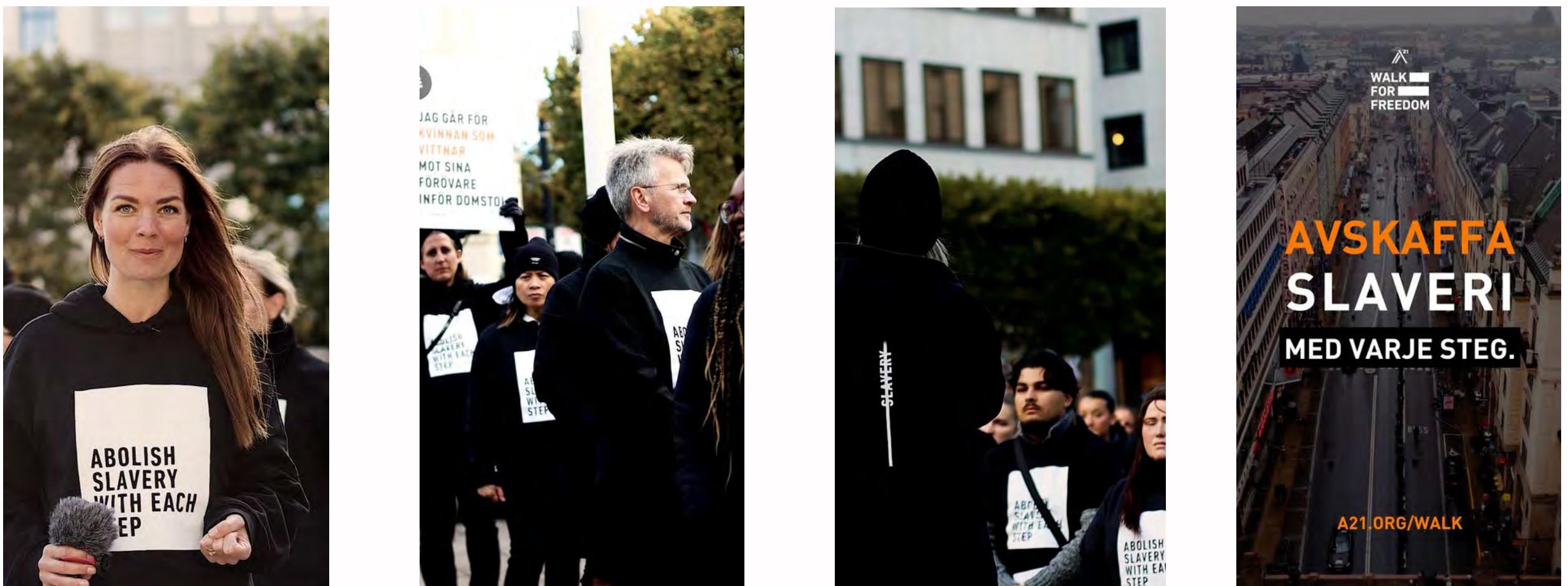
Content Creation



A21 Scandinavia

www.a21org

Instagram Reels



Social Media Management

a21sweden •

285 Posts 695 Followers 28 Following

A21 Sweden
Nonprofit organization
We exist to Abolish Slavery Everywhere, Forever. An official office of @a21, part of the Scandinavian office. A21.org/ Sweden
www.amazon.se/hz/wishlist/ls/2MB8I1IE1...

Professional dashboard
855 accounts reached in the last 30 days.

Edit profile Share profile Contact

Christmash... WFF 2023 WFF 2022 VI ÄR A21 WFF 20

THANK YOU

Breaking News

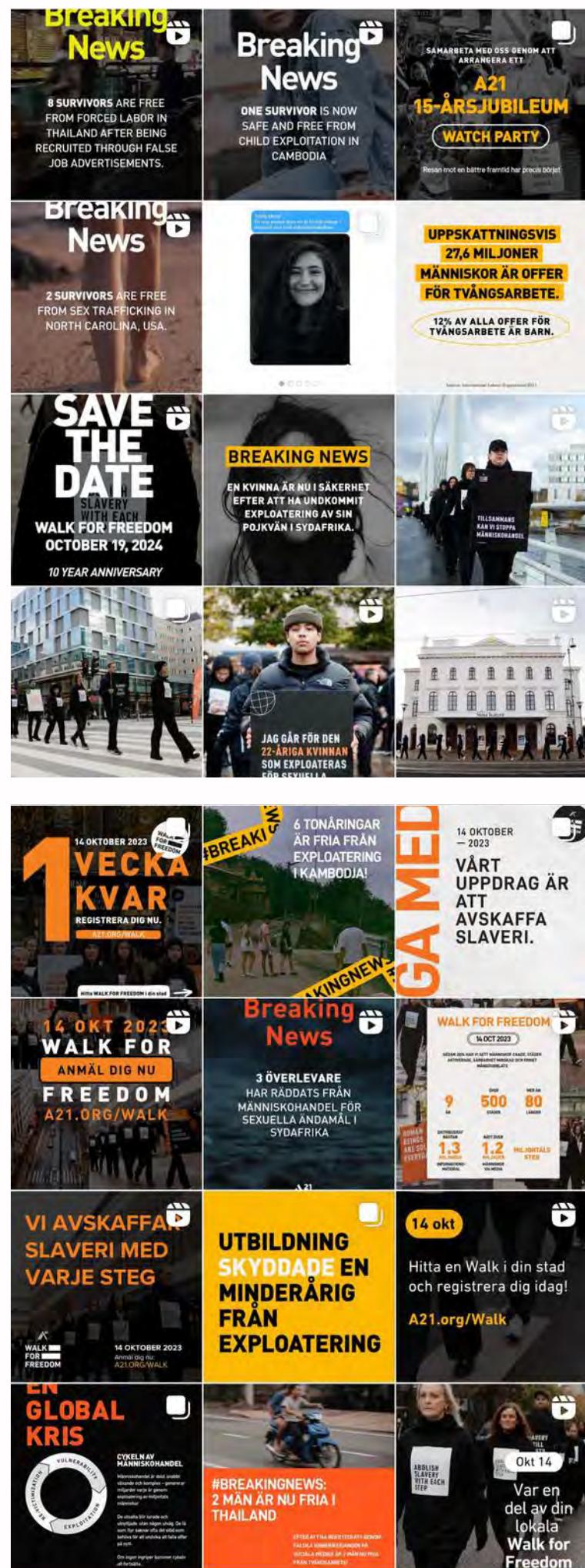
CHRISTMAS

WALK FOR FREEDOM



A21 Scandinavia

www.a21.org



Engagement Custom Aug 27 - Nov 22

Content interactions See all 15,063 Accounts reached

2,024 Content Interactions +607% vs May 31 - Aug 26

Reached audience Audience demographics are not available for custom time periods.

Reels Interactions vs May 31 - Aug 26 1,154 +1,675%

Likes 893

Comments 36

Saves 36

Shares 189

Top Reels Based on likes

Impressions 60,109 +819%

Followers and non-followers Based on reach

+34.8% 457 Followers +2,401% 14.6K Non-followers

Post Interactions vs May 31 - Aug 26 870 +293%

Likes 673

Comments 12

Saves 26

Content type

All Followers Non-followers

Reels 14.7K

Posts 2,098

Stories 603

Videos 27

Followers Non-Followers

Reach

Last 7 Days Oct 8 - Oct 14

You reached +208% more accounts compared to Oct 1 - Oct 7

Accounts reached 9,577 +208%

Accounts engaged 366 +245%

Total followers 698 +5.4%

Impressions 32,422 +444%

Content You Shared See all

Top Content Based on reach

All Followers Non-followers

Reels 9,362

Posts 1,556

Stories 437

Videos 12

Followers Non-Followers

485 Accounts engaged

See how people have interacted with your content over the selected time period compared to the previous cycle.

Followers and non-followers
Based on accounts engaged

+175% 281 Followers +603% 204 Non-followers

Post Interactions vs May 31 - Aug 26 870 +293%

Likes 673

Comments 12

Saves 26

Content type

All Followers Non-followers

Reels 14.7K

Posts 2,098

Stories 603

Videos 27

Followers Non-Followers

Top content See all

1 DAG KVAR TILL 4,775 Oct 13

3 DAGAR KVAR TILL 4,075 Oct 11

VI AVSKAFFA SLAVERI MED VARJE STEG 2,967 Sep 6

EN GLOBAL KRIS 2,892 Sep 21

Since pitching an HR Tech platform could be challenging in Social Media, the strategy of creating relatable and empowering contents is the way to go to break the norm, be noticed and impact awareness.



Creative Projects for Brand Awareness



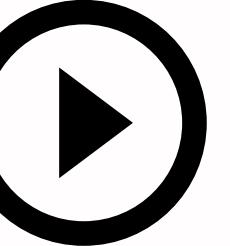
Project about how women are usually portrayed in the world vs. how women want to be seen.



They See Me Women's Day Video



Video



Creative Director: A.Torstenson
Copywriter: A.Torstenson
DoP: Oscar Barkenbom



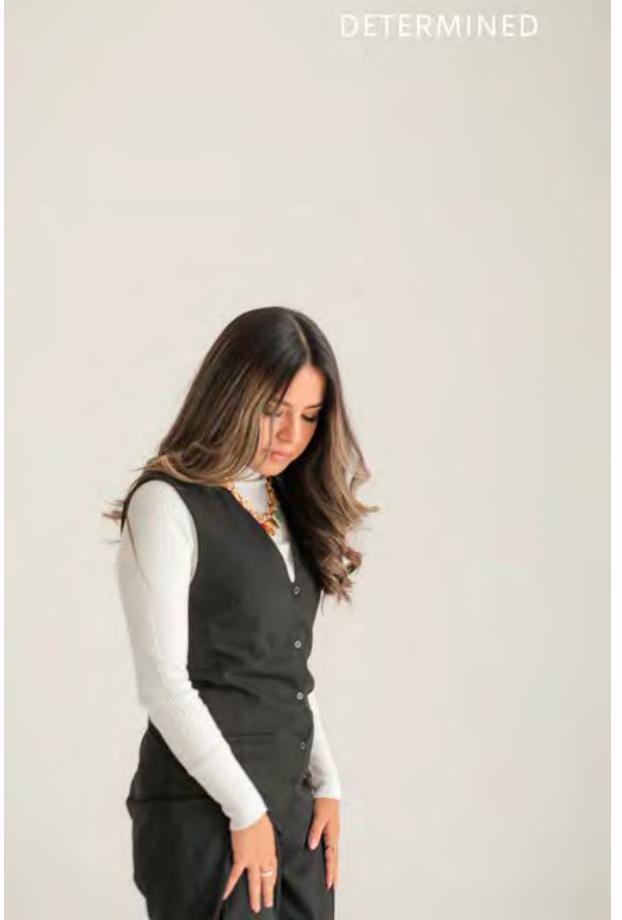
May the world see WOMEN
the way they want to be seen.



CONFIDENT



BRAVE



DETERMINED



WORTHY



FUN



CREATIVE



We celebrate you for who you are.

They See Me Women's Day Video



@sysarb



linkedin/sysarb

Project about gender equality both at work & at home. Video focusing on Dads living in Sweden and the benefits of their Paternal Leave.

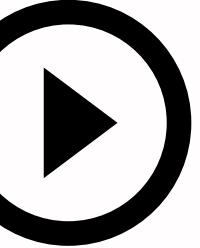
This video was featured in an article on [**Breakit**](#).

Dads in Sweden

Gender Equality



Video



Creative Director: A.Torstenson
Copywriter: A.Torstenson
DoP: Oscar Barkenbom

Dads in Sweden

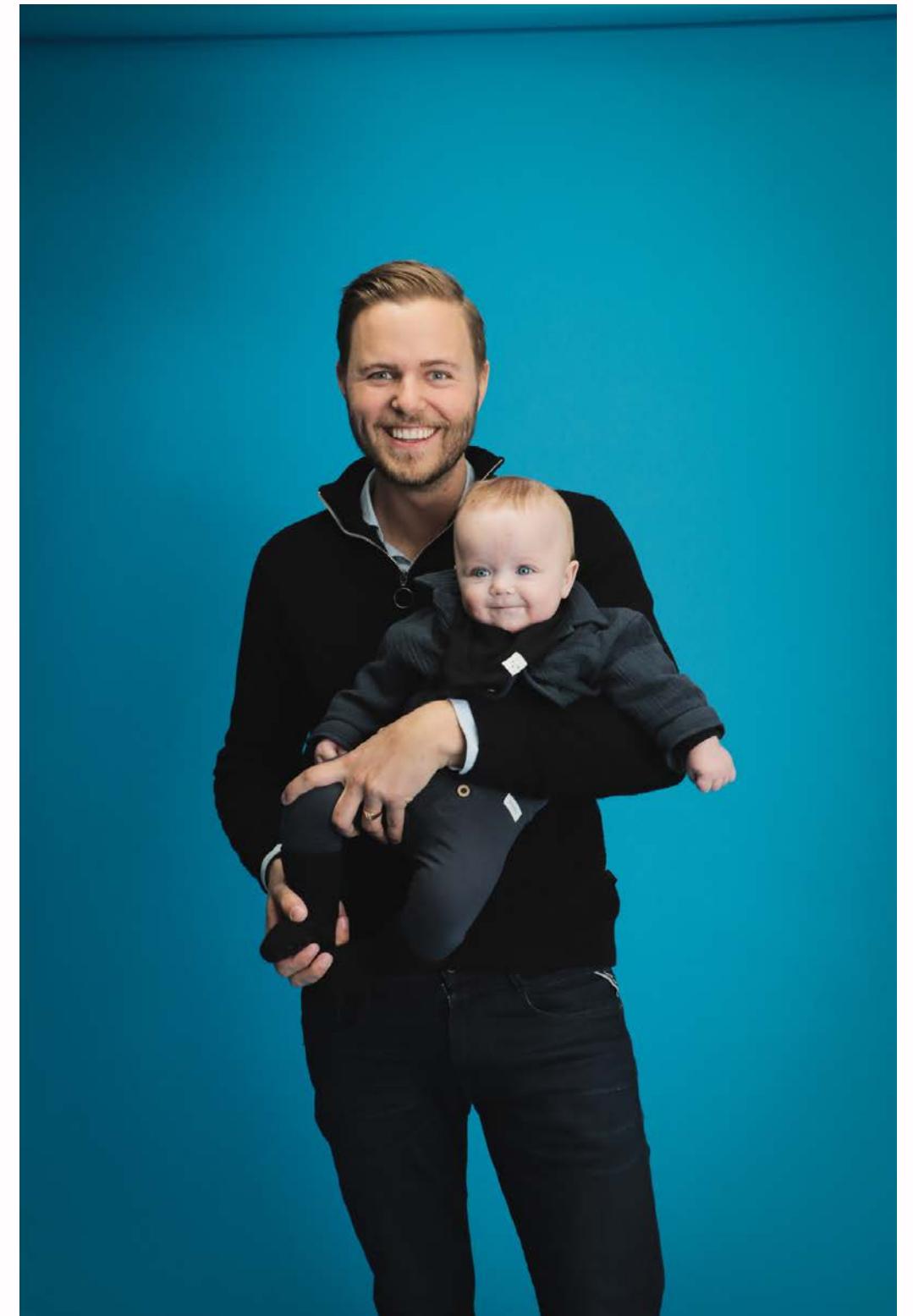
Gender Equality

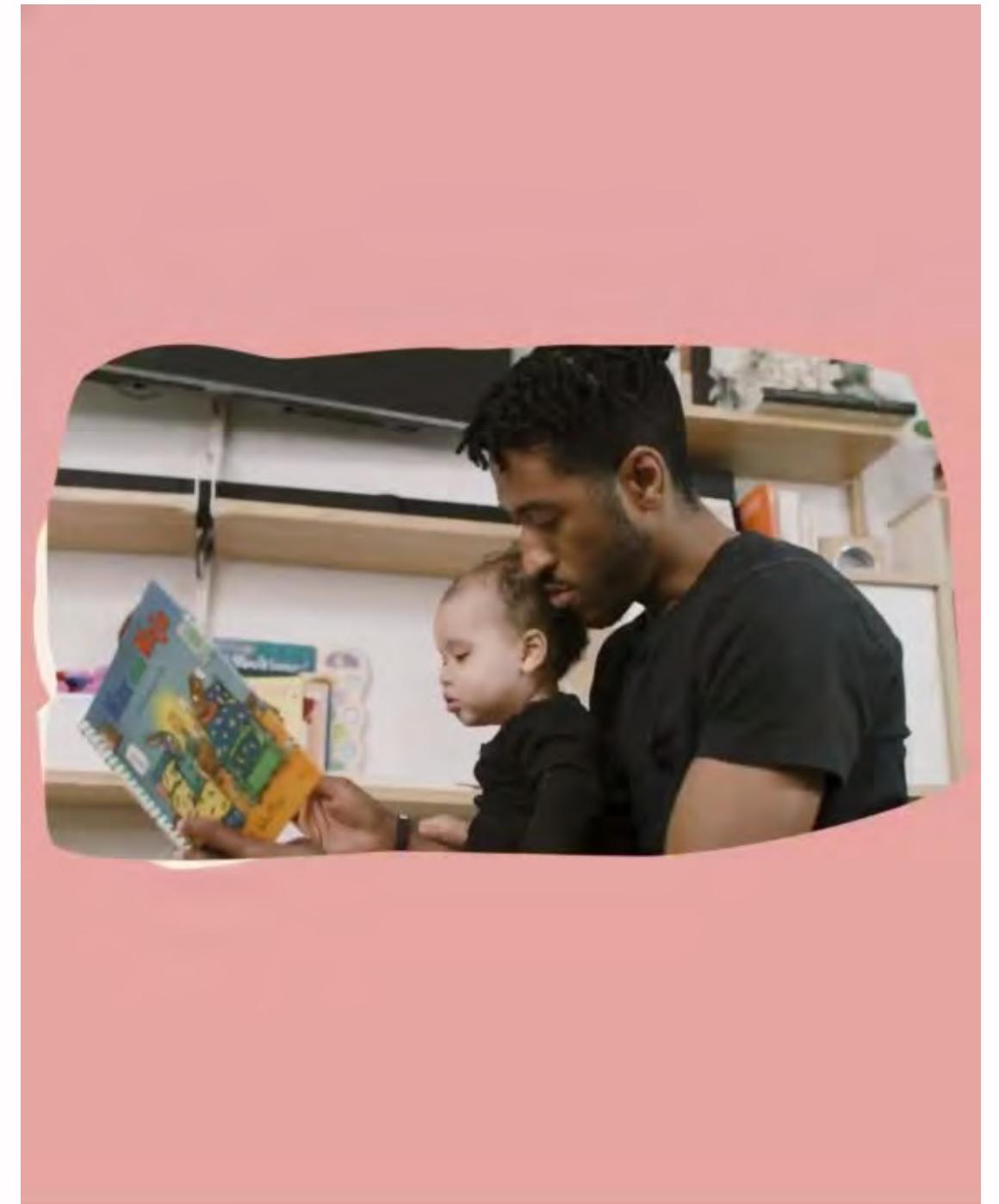
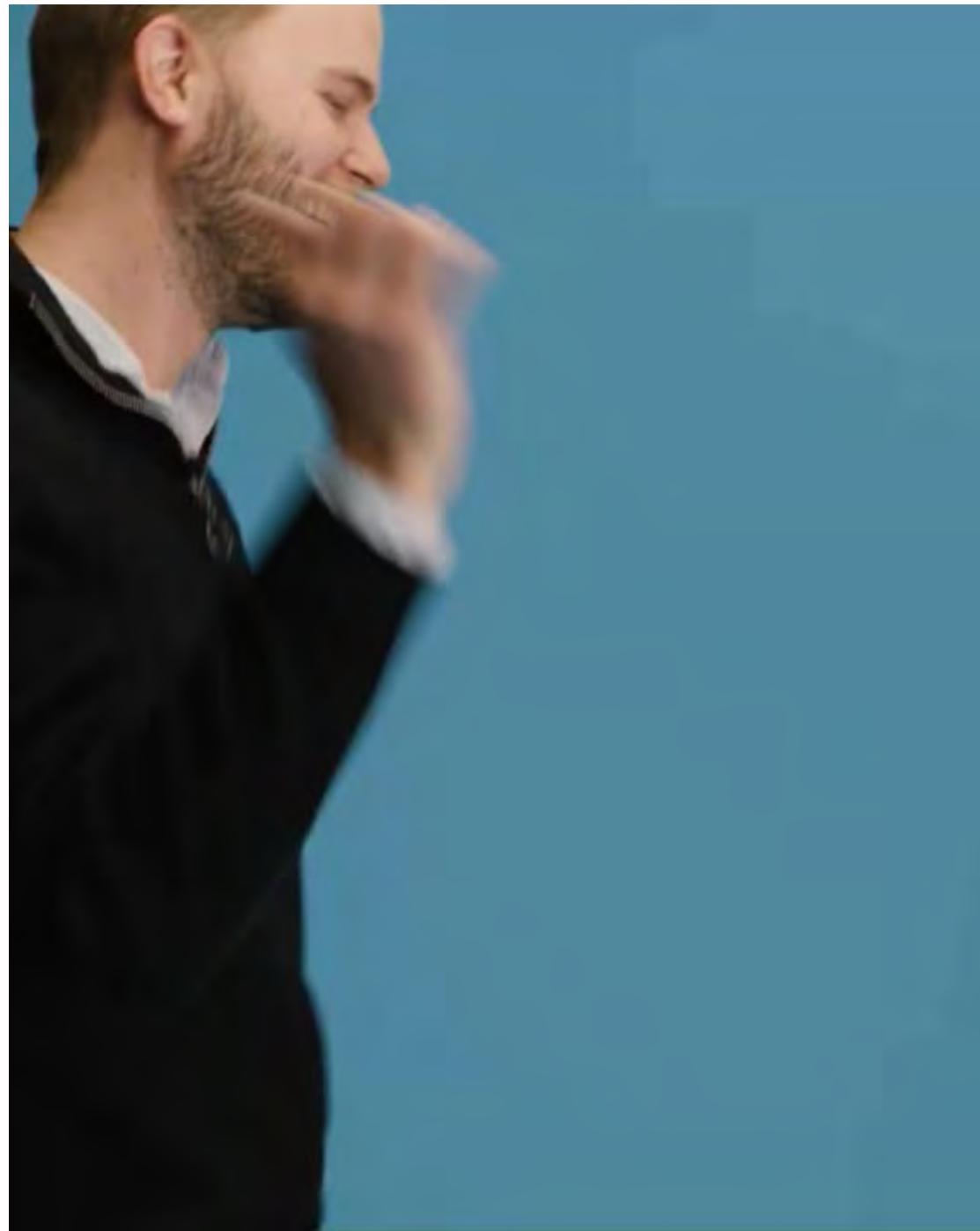


@sysarb



linkedin/sysarb





Dads in Sweden

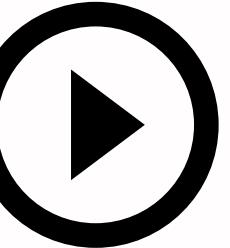
Gender Equality

To commemorate Human Rights Day, I interviewed a family who experienced the beginning of the war. It's a story about their journey to refuge, loss and the will to fight for existence.

Human Rights Story about Ukraine



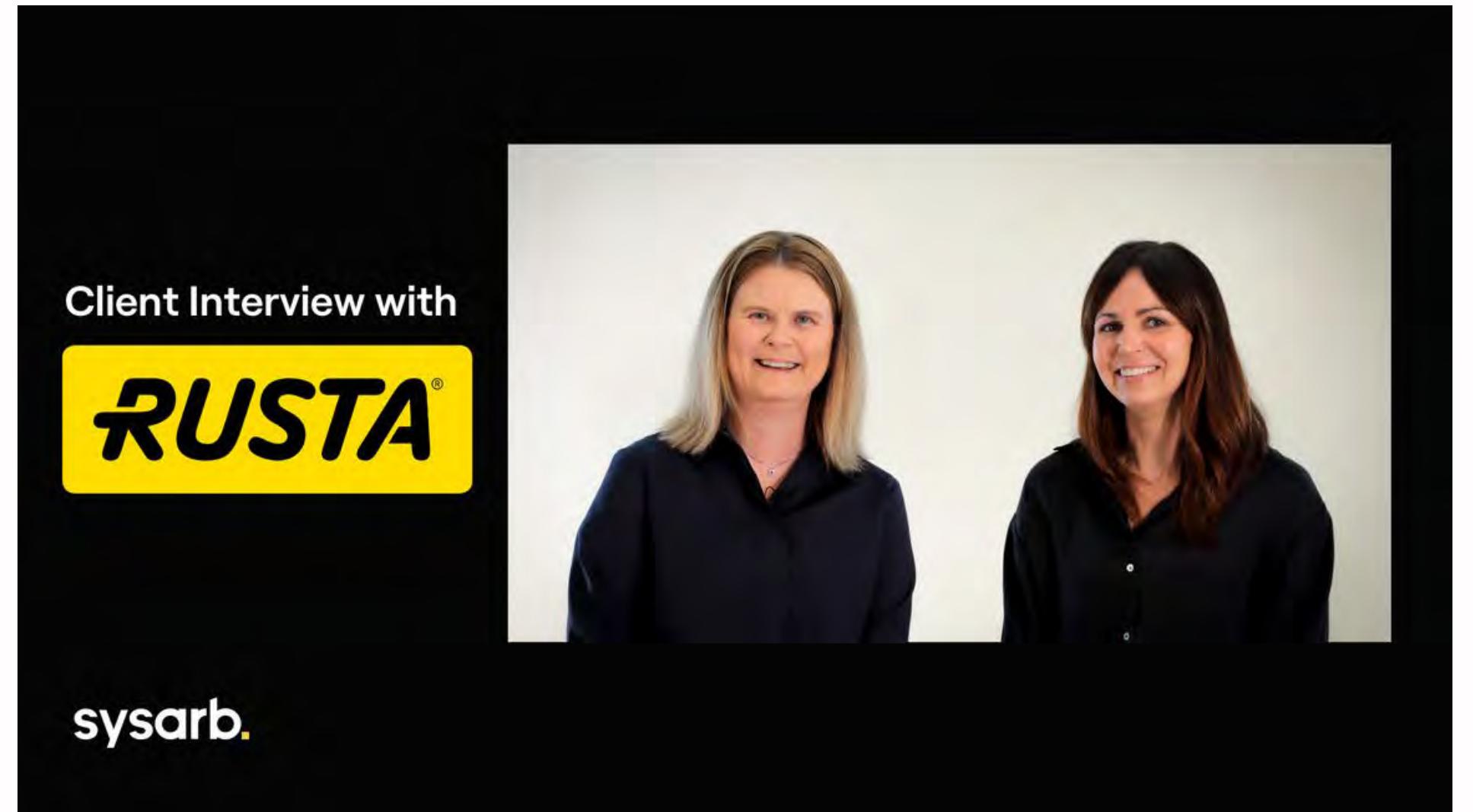
Video



Creative Director: A.Torstenson
DoP: A.Torstenson
Copywriter: A.Torstenson



Human Rights Story about Ukraine

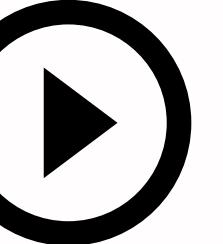


Rusta Client Case



linkedin/sysarb

Video



Creative Director: A.Torstenson
DoP: A.Torstenson
Copywriter: E.Strömberg



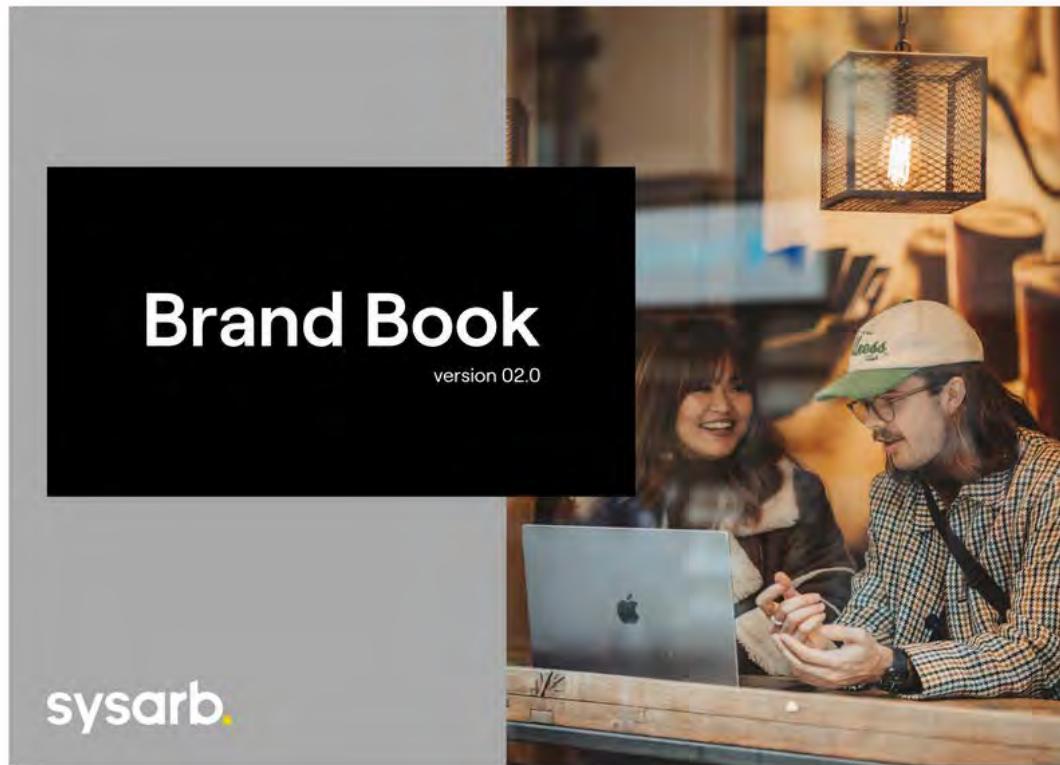
Brand Content

Banners & PDF

Event & Webinar Banners & Content

Project about gender equality both at work & at home. Video focusing on Dads living in Sweden and the benefits of their Paternal Leave.





Introduction

We at Sysarb always aim to portray the company's fun, inclusive and energetic work environment.

We also strive to reflect the company's professionalism as we take our business thoroughly.

The Brand Book contains guidelines that will help us communicate who we are as a company.

This book will also guide us as we maintain the uniformity of our brand-look, in which will allow our clients and followers to identify us as Sysarb and easily differentiate us from our fellow competitors.

By ensuring that these guidelines are being well-followed, we get to do our share of preserving the company's identity.

We hope that this Brand Book will be of good use as you start creating your design, presentations, documents, etc. as well as communicating with clients and everyone we want to convey our message to.

Good luck and have fun!

For questions & help, kindly contact:
Abigail Torstenson
Creative Producer | Marketing
abigail.torstenson@sysarb.se

sysarb

Sysarb Brand Book v0.0 – 17 Nov 2022

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Main Logotype

Inverted Logotype

sysarb.

Main Icon

Inverted Icon

sysarb

Download: Logo

sysarb

Typography - Typefaces

Kindly use the Roobert Font on all documents, presentations and design

Roobert Semibold
ABCDEF^HIJKLMNOPQRSTUVWXYZÄÖ
äbcde^{fghijklmnipqrstuvwxyzäö}
1234567890@!#&

For Page Titles / Headings

Roobert Regular
ABCDEF^HIJKLMNOPQRSTUVWXYZÄÖ
äbcde^{fghijklmnipqrstuvwxyzäö}
1234567890@!#&

For Subtitles / Subheading for better understanding

Roobert Regular
ABCDEF^HIJKLMNOPQRSTUVWXYZÄÖ
äbcde^{fghijklmnipqrstuvwxyzäö}
1234567890@!#&

The main font of our brand is Roobert.
It's confident with touchy lines give the brand loyalty and sustained style.
This allows us to add accents to the font hierarchy. We do not use a large number of styles for this font, which does not create additional difficulties.

Download: Font

sysarb

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Brand Colors

Sysarb Snow #F8F8F7

Sysarb Royal Blue #12173B

Sysarb Beige #F4EED5

Sysarb White #FFFFFF

Sysarb Yellow #F8D147

Sysarb Black #000000

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Branding

Brandbook & Templates