

CONTACT

tottewallin@gmail.com
+46708311216
Malmö, Sweden
linkedin.com/in/totte-wallin

SKILLS

- Digital Marketing
- Campaign Management
- Content Strategy
- Brand Partnerships
- Stakeholder Management
- Market Analysis
- Digital Content Production
- Adobe Photoshop
- Adobe Premiere Pro
- Figma
- Canva
- Monday.com
- Notion
- Microsoft Excel
- Sprout Social
- Blinkfire

LANGUAGES

- SwedishNative
- EnglishFluent
- DanishConversational

Totte Wallin

DIGITAL MARKETING & CONTENT MANAGER

SUMMARY

Digital marketing and content manager with nearly a decade of experience driving international campaigns and strategic partnerships with global players such as F1, FIFA, FIBA, LEGO, and Nike, among others. Expert in delivering measurable results through creative content and global stakeholder management.

PROFESSIONAL EXPERIENCE

Social Media Manager / Social Lead
FUZED
Apr 2025 - Apr 2026
Stockholm

Developed and implemented the social media strategy for an international youth tournament, in close collaboration with municipalities, creative partners, and other stakeholders to create integrated marketing campaigns.

- Led social media efforts as Social Lead in all projects, from strategy and concept to publishing and follow-up.
- Responsible for campaign budgets, partner deliverables, and paid social media content.

Selected results (FUZED Trophy)

- Published 334+ pieces of content that generated 10+ million views on social media.
- Responsible for graphic production and design of campaign materials for social media and the event.
- Produced and delivered photo and video content, including photography, video recording, and editing.
- Collaborated with and coordinated content creators to develop content and strengthen the event's reach.

Social Media Manager
ESL FACEIT Group
Nov 2021 - Mar 2025
Copenhagen

Planned and delivered content strategies for international marketing campaigns, ensured partner commitments were met while coordinating on-site content production.

- Owned the social strategy and served as the primary point of contact for social media within the project team.
- Produced platform-adapted photo and video content across multiple social media platforms.
- Delivered campaign reporting and analysis after completed events.

Selected results (F1 Sim Racing World Championship)

- Generated 109M+ views (+67% compared to the previous season) for the F1 Sim Racing World Championship.
- Delivered 3.8M interactions (+15%) for the F1 Sim Racing World Championship.
- Increased the audience by 253K followers (+107%).
- Featured on Formula 1's official Instagram.