
ANNA BÖHLMARK

Born in Mora, Sweden
on April 25th 1981



Profile

Journalist/photographer/film-maker/Ceo of company Pelicana, media production

Experience

Ceo, Pelicana - www.pelicanmedia.se, Liden, from June 2016

Started my own media production company producing documentary films, short videos, advertising, photography, websites.

Journalist, layout & web director, AlmaNova, Uppsala - from nov. 2016

Started up a new health Magazine AlmaNova. Magazine involve creation and directing the website AlmaNova, creating video clips, writing articles, layout, advertising and PR on social media.

Foreign correspondent, 2000-Talets Vetenskap, Uppsala, 1999 - 2016

Journalist and photographer. Filming. Organizing of conferences, Public relations.

Web director & journalist, Tv-Helse Sverige, Oslo sept. 2016 - march 2017

Built up the website Tv-Helse.se. Filmed and wrote articles. Worked together with the Norwegian team for tv-helse.no Work included traveling to China to document an Eye hospital - filming & editing.

Website director, Casa Bruni, Florence, Italy 2011 - 2013

Cooperation with hotel owner in Florence to start up a business. Included website creation, photography, marketing, communication, networking.

Researcher, China Communication University, Beijing 2010 - 2011

Cooperation with Chinese Professor Luo Qing in projects involving media analysis (in six languages) on western media's perspective on China.

Marketing secretary, Ferragamo Ltd, Hong Kong 2008 - 2009

Part of the marketing team at the head office for Asia. Media-planning, advertising, events, publicity campaigns. etc in the luxury fashion business.

Hostess & Extra, Fares in Italy, 2005 - 2007

Hostess for world-championship Moto-GP, medical congress Florence, IKEA Florence, the Maserati fare. Extra for a Swedish film production.

Website director, Castello apartments, Florence, Italy 2005 - 2010

Started up a hotel business. Website creation, photography, marketing, promotion and management of bookings and website.

Receptionist, Johlea Residence Hotel, Florence, 2004 - 2006

Responsible for communication, bookings, welcoming and organizing

Film-making studio assistant, Studio 24, Stockholm 1999

Assistant for Film director Roy Andersson during the making of the Cannes awarded film "Songs from the second floor".

Education

Documentary film-maker, Red Cross school, Stockholm and Uganda, 1 year, 2014-2015

Master in Communication & Media 1 year Florence University/ China Communication University Beijing 2009 - 2011

College Science of Communication, 3 years, Siena University 2005-2008

Course of psychology, 1 year course, Florence University 2005-2006

High School, linguistic school, Sweden 1999-2000

Relevant training

Chinese language course, China Communication University 2010 - 2011

Chinese language course, Umeå University, Sweden 2008 - 2009

Course of Photography, University of Granada, Spain 2004

School of Tourism, Mallorca, Spain 2003 - 2004

Advanced Spanish course, University of Malaga, Spain 2000

Languages

Swedish - mother tongue

English - excellent (CAE Cambridge certificate for advanced English)

Italian - excellent (14 years of living, 4 years of University)

Spanish - excellent (certificate of Superior Spanish, University of Malaga)

French - good

Chinese - good

Computer skills

General - Microsoft Office (Word, Excel, Powerpoint)

Photo Editing and Web - Adobe Photoshop, Adobe Indesign, Premiere Pro, After Effects, Flash, Dreamweaver, Macintosh (iWeb, iTunes, iPhoto, iMovie), Google (Gmail, Blogger: <http://blog-annabook.blogspot.it>)

Website creation - Wordpress (www.casabruni.it) (www.pelicanmedia.se) (www.tv-helse.se)

References

Professor Luo Qing, China Communication University **tel.0086 13910072787**

Business Manager Nordika, Jonas Grandér **tel. 00 46 70 750 94 94**

HR Manager Ferragamo Ltd Alessandro Papparelli **tel. 00 852 2845 6978**

Hotel owner, Teresa Pugliese **tel. 0039055 456149**

Film-maker school Birger Nilsson, Red Cross **tel. 0046 70-2693220**
