



# MICHELLE HALLSTRÖM

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## SUMMARY

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Results-driven Communications and Marketing Officer with extensive experience in employer branding, marketing strategy, and public relations. Proven track record in crafting impactful marketing campaigns, developing comprehensive communication plans, and executing social media strategies. Adept at managing employer branding initiatives to enhance talent attraction and retention. Strong background in event coordination and content creation, with a solid understanding of sales and marketing dynamics across diverse markets.

## WORK EXPERIENCE

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### *Employer Branding Manager*

*Doctors Without Borders / Leger Uten Grenser (MSF)*

2022-2023

- Developed and executed employer branding strategies aligned with MSF's talent acquisition and retention goals.
- Designed and implemented engagement activities and social media (SoMe) strategies to enhance MSF's brand visibility.
- Planned and managed recruitment marketing campaigns and strategic events to attract top talents.

### *Communications Officer*

*UNICEF / Instituto Peabiru*

2014-2017

- Authored and edited content for newsletters, press releases, and online articles, contributing to UNICEF's communication goals.
- Managed and curated content for UNICEF's social media platforms, maintaining a consistent and engaging online presence.
- Coordinated and executed multifaceted events, overseeing all aspects from planning to implementation.

### *Marketing Consultant*

*CEAP*

2014-2015

- Identified strategic business opportunities within the commercial sector and developed comprehensive marketing plans.
- Created a new visual identity for CEAP and managed corporate events and media outreach communication plans.

### *Account Executive*

*Selas Group, Spain*

2012-2013

- Acquired and managed leads, completed sales transactions, and provided ongoing client support in the Brazilian market.
- Articulated the value proposition of products to partners and clients effectively.

### *Marketing Coordinator*

*ISAN - Getulio Vargas Foundation*

2010-2012

- Led the marketing department and developed strategic campaigns, resulting in a 30% increase in annual sales.

### **Communication Analyst**

2005-2008

#### **Energy Company of Maranhão**

- Managed external communications, including press relations, budget management, event coordination, and campaign execution.

## **EDUCATION**

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### **Master of Sciences in International Relations**

2017-2019

#### **Norwegian University of Life Sciences, Norway**

- Specialized in Human Rights with a thesis on the rights of refugee children.

### **Master in Corporate Communications**

2012-2013

#### **University La Rioja, Spain**

## **CERTIFICATION**

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- HubSpot Content Marketing
- Google Ads Measurement Assessment Certified
- Google Ads Display Certified
- Google Ads Search Certified
- Google Shopping Ads Certified
- Children's Rights - International Amnesty
- Safe and Secure Approaches in Field Environments – UN / Brazil
- Crisis Management Image – Comuniqué / Brazil
- Press Office - ESPM / Brazil
- Right to Access to Public Information - OAS / Spain

## **CORE COMPETENCIES**

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- Employer Branding
- Marketing Strategy
- Social Media Management
- Content Creation and Curation
- Event Planning and Coordination

## **SKILLS**

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- Content Writing and Editing
- Social Media Tools (Sprout Social, Buffer)
- CRM Software (Salesforce, HubSpot)
- Data Analysis
- Graphic Design Software (Canva, Photoshop & Dreamweaver)
- Public Speaking
- Crisis Management
- WordPress

## **LANGUAGES**

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- Portuguese: Native
- English: Fluent
- Spanish: Fluent
- Norwegian: Intermediate (Reading and Writing Proficient; Speaking with Some Difficulty)