

FELICIA MONTEVERDE HOLMGREN

COMMUNICATIONS | PR | CONTENT PRODUCTION | PARTNERSHIPS | EVENT MANAGEMENT

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EXECUTIVE SUMMARY

Communications and PR professional with 5+ years of experience leading strategic communications, media relations and integrated campaigns for international organisations. Experienced in building partnerships, leading cross-functional projects and creating communications that strengthen brands, engage audiences and drive meaningful results.

PROFESSIONAL EXPERIENCE

PR & Communications Officer

Sep 2024 - Present

Sweden for UNHCR | Stockholm, Sweden

- Led PR initiatives, partnership activations, influencer collaborations and high-profile events.
- Delivered integrated campaigns across owned, earned and paid channels, contributing to SEK 15M+ in fundraising.
- Led PR initiatives, partnerships, event management and influencer collaborations with IKEA, Lindex, ARKET, Sellpy, UNIQLO, Better Shelter and the Swedish Olympic Committee (SOK).
- Managed collaborations with ambassadors, creators and high-profile public figures including Theo James, Pernilla Wahlgren, Alexandra Pascalidou, Clara Henry, Roy Fares and Tusse.
- Developed executive communications, speeches and key messaging for senior leadership.
- Delivered campaigns reaching millions, including 1.8M reach, +833% external link clicks and +470% profile activity.

Communications Officer

Aug 2023 - Aug 2024

Sweden for UNHCR | Stockholm, Sweden

- Planned and executed integrated communication campaigns across digital, PR and partnership channels.
- Produced multimedia content, photography, video and copy for fundraising, advocacy and partner communications.
- Produced multimedia content during international assignments across Ukraine, Jordan, Ecuador, South Sudan, Greece, Poland and Estonia.
- Coordinated partnerships with brands, ambassadors and creators while supporting campaign planning and execution.
- Managed campaign reporting and performance analysis to optimise communications and digital engagement.

Social Media Manager

Mar 2022 - Jul 2023

Sweden for UNHCR | Stockholm, Sweden

- Managed Sweden for UNHCR's social media channels, editorial planning and community management.
- Produced photo, video and written content while managing campaign performance and audience growth across Meta platforms.
- Supported paid social campaigns, influencer collaborations and audience growth across Meta platforms.
- Managed content calendars, reporting and community engagement across multiple social channels.

Communications Officer

Aug 2021 - Mar 2022

Solvatten | Stockholm, Sweden

- Led digital communications supporting Solvatten's mission to increase access to safe and sustainable water solutions globally. Developed communication strategies and integrated campaigns targeting corporate partners, NGOs, foundations and public sector organisations. Managed the organisation's website, digital content, newsletters and social media channels while producing storytelling, reports and campaign materials that strengthened fundraising, partnerships and brand awareness. Collaborated across teams to optimise digital engagement through SEO, CRM integration, lead generation and marketing automation.

Monitoring analyst at the Crisis Management Coordination Secretariat

Dec 2020 - Jul 2021

Swedish Government Offices, Ministry of Justice | Stockholm, Sweden

- Monitored and analysed national and international developments to support crisis management and government decision-making. Produced intelligence reports, identified emerging risks and delivered timely situational updates to senior decision-makers.

Digital Communications Editor

Jan 2020 - Dec 2020

Swedish Television (SVT) | Stockholm, Sweden

- Managed audience engagement across SVT's digital channels through moderation, audience insights and community management. Produced analytical reports identifying trends and user behaviour to support editorial decision-making.

Public Diplomacy, Communications & Cultural Affairs

Sep 2019 - Jan 2020

Internship, Consulate General of Sweden | New York, USA

- Supported the Consulate General's public diplomacy, communications and cultural affairs initiatives, strengthening Sweden's presence in the United States.
- Developed content across Instagram, Twitter (X), Facebook and LinkedIn, increasing digital engagement.
- Coordinated the Consulate's monthly newsletter and contributed to communications strategy and strategic planning.
- Managed communications and project coordination for high-profile events, including Performa, New York International Fringe Festival (NIFF), Tekla Festival and Sweden Makes Music.
- Collaborated with colleagues, external partners and stakeholders in a fast-paced international environment.

EDUCATION

Bachelor Degree in Media and Communication Studies & Political Science

2017-2020

Stockholm University | Stockholm, Sweden

- Bachelor's degree combining strategic communications, media studies and political science with a focus on public opinion, digital communication and international affairs. GPA: 3.77/4.0

French

2017

Sorbonne University | Paris, France

Intensive summer programme in French language and intercultural communication.

Advanced Spanish

2017

Enforex Language School | Barcelona, Spain

Advanced Spanish programme focusing on professional communication, rhetoric and presentation skills.

Documentary Filmmaking

2015-2016

Swedish Red Cross | Stockholm, Sweden & Kampala, Uganda

- Selected as one of 12 participants from over 150 applicants for an intensive documentary filmmaking programme. Completed seven weeks of fieldwork in Kampala, Uganda, producing documentary content focused on global development and humanitarian issues.

Photography

2015

Sigtuna Folkhögskola | Distance course

- Foundation course in photography, visual composition and visual storytelling.

Swedish Film & Television Culture (15 ECTS)

2014

Stockholm University | Stockholm, Sweden

Spanish Language, Culture & Society

2014

University of Cienfuegos | Cienfuegos, Cuba

- Advanced studies in Spanish language and Latin American culture, combined with academic field visits.

ADDITIONAL INFORMATION

Languages

• Swedish (Native) • English (Professional) • Spanish (Conversational) • French (Basic)

Technical Skills

• Microsoft 365 • Adobe Premiere Pro • Adobe Photoshop • Hootsuite • Sprinklr • Brandwatch • Falcon.io • Mailchimp • Meltwater • Retriever • Kundo • Canva • WordPress

Certifications

• Swedish Driving Licence • Certified Drone Pilot (A1/A3 & A2)

Awards

Carl Erik Levin Foundation Scholarship (Outstanding Academic Achievement)
Export Development Foundation Scholarship (Academic Excellence)