

# Jonas Bodin

## Earned Media Amplifier

I am an award-winning former Creative Director of one of the world's most decorated PR-firms. My approach has resulted in volumes of earned media and affinity for name-brands and been recognized in the big shows here in the US and in Europe. I solve marketing problems from an earned media perspective and craft ideas and content that are news hooky and have a strong social media potential built in. US agency experience include: Deutsch, Trailerpark, goodness Mfg. Brands: Audi, Electrolux, HTC, Pizza Hut, Toshiba, Westfield.

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### EXPERIENCE

Freelance Consultant (2013-present)  
- | Los Angeles, USA

In my capacity as freelancing Creative Director (Copywriter) at advertising agencies Deutsch Inc., Goodness Mfg. (Deep Focus) and as Senior Advisor to the Integrated Strategy department at entertainment marketing agency Trailerpark inc., I have achieved the following results:

- Integrated ideas and brand platforms that have generated new business for agencies, and delivered on client objectives to generate free social media and earned media.
- Awards: Think LA (win), One Show (short list)
- Client experience: HTC, Pizza Hut, Toshiba, National Congress of Native Americans, Westfield and Fiat-Chrysler. I also delivered insights to the PR Agency Golin's London office that served as the backbone in a major pan-European spirits brand pitch.

"The great thing about Jonas is he rises above labels and industry titles and comes up with big brand platforms that inform the future behavior of the brand, it's advertising, PR and so on."

/Paul Keister, ECD and Co-founder, Goodness Mfg.

Creative Director (2004-2012)  
Prime | Stockholm, Sweden

- Multiple internationally recognized and award-winning campaigns for name brands such as Electrolux and Audi. (Cannes Lions, ANDY, Bees, New York Festivals etc.)
- In total over 20 awards and over 40 big show shortlists, including a United Nations special award.
- Instrumental in making the company the world's most creative earned media agencies. The Cannes Report has ranked Prime as #1 in the PR agency category and in 2014, the Interpublic company Weber-Schandwick acquired the company.
- Used role as company spokes-person to double the agency's already high volume of publicity.

"Jonas' contribution to our success as a company and the PR industry internationally is both substantial and indisputable."

/ Carl Fredrik Sammeli, CEO and Founder of Prime

"Vac from the Sea ... has become one of the most successful PR cases in Electrolux history. Social media played a crucial part in making this happen."

/ Keith McLoughlin, CEO Electrolux

Intern (2003)  
Euro RSCG | Sydney, Australia

Created insights and ideas that supported the Volvo account team in their effort create an ad for the Sydney Pride Festival that Volvo was sponsoring. Work performed during postgraduate studies in Australia.

“Jonas developed insightful and creative executions on a number of campaigns.”  
/ Ben Dawes, Account Director

Marketing Assistant (2002)  
Digisel | Sydney, Australia

Created and planned direct marketing campaign for IT hardware. Position held during postgraduate studies in Australia.

“Jonas truly solved our marketing problem” / Moji Douzan, Managing Director

Sales Analyst (2001)  
Telenordia | Stockholm, Sweden

Designed and built cost and revenue presentations that helped the sales division of this Scandinavian telecommunications company win new business.

Information Manager (2000-2001)  
Volvo Bus Corporation | Gothenburg, Sweden

Increased business tracking effectiveness by developing Excel-based reporting tools and routines to gather, analyze and present purchasing data collected from Volvo Bus Corporation’s global production facilities.

## EDUCATION

Master of Arts in International Communication (2002-2003)  
Macquarie University | Sydney, Australia

“Mr Bodin’s grasp of the English language is excellent. I have found his work innovative and his execution of same meticulous.” / Estelle Dryland PhD

Bachelor of Science in Business Administration - Marketing (1997-2000)  
University of Gothenburg |Sweden

Other relevant course-work include Psychology and Economics.

## HONORS

### International Awards:

2015 One Show, Merit Award, Film Public Service, National Congress of American Indians  
2015 Think LA, Best Video, Proud To Be, National Congress of American Indians  
2012 Cannes Lions, Bronze, PR, No News Is Big News, TeliaSonera  
2011 Cannes Lions, Gold, PR, Vac from the Sea, Electrolux  
2011 Cannes Lions, Titanium/Integrated Shortlist, Vac from the Sea Electrolux  
2011 United Nations Special Award  
2011 IPRA, Golden Award, Corporate Communications Vac from the Sea, Electrolux  
2011 New York Festivals, Environmental Issues, Vac from the Sea, Electrolux  
2011 ANDY Awards, Household Durable Products, Vac from the Sea, Electrolux  
2011 Bees Awards, Best Reputation Management, Vac from the Sea, Electrolux  
2011 Sabre Awards, Multi Country Programme, Music that Sucks, Electrolux  
2011 Sabre Awards, Engaging Society, Vac from the Sea, Electrolux  
2010 European Excellence Awards, Best Campaign of 2010, Vac from the Sea, Electrolux  
2010 European Excellence Awards, International Communication, Vac from the Sea, Electrolux  
2010 European Excellence Awards, Consumer Electronics, Music that Sucks, Electrolux  
2010 Eurobest, Silver, Best Integrated Campaign led by PR, Vac from the Sea, Electrolux  
2010 Eurobest, Silver, Corporate Reputation, Vac from the Sea, Electrolux  
2010 Eurobest, Bronze, Best Use of Digital PR, Vac from the Sea, Electrolux  
2010 Eurobest, Silver, Best Use of Media Relations, Digital PR, Music that Sucks, Electrolux  
2010 EPICA, Silver, PR, Electrolux  
2010 Cannes Lions, Gold, PR, Carwinism, Audi  
2010 Sabre Awards, Gold, Automotive, Carwinism, Audi  
2010 Sabre Awards, Gold, Best Nordic Campaign, Carwinism, Audi  
2010 Sabre Awards, Bronze Sabre, Blog, Carwinism, Audi  
2010 Sabre Awards, Bronze Sabre, Digital Video, Dirty Calls, Halebop  
2010 Audi Global Brand Award: PR Project of the Year, Gold, Carwinism, Audi  
2009 European Excellence Awards, Gold, Fashion and Beauty, Sturegallerian  
2008 European Excellence Awards, Gold, Telecommunicatons, Mess is More, Halebop

### International Finals:

2012 Cannes Lions, PR, No News Is Big News, TeliaSonera  
2012 SABRE Awards, Corporate Media Relations, No News Is Big News, TeliaSonera  
2011 D&AD (Book), Earned Media Campaign, Vac from the Sea Electrolux  
2011 CLIO Awards, Cause Related, Vac from the Sea, Electrolux  
2009 European Excellence Awards, Best Campaign, Carwinism, Audi  
2009 European Excellence Awards, Automotive and Transport, Carwinism, Audi  
2009 European Excellence Awards, Nordic Campaign, Carwinism, Audi  
2009 European Excellence Awards, Telecommunications, IT-Socialites, TeliaSonera  
2009 Eurobest, Automotive, Carwinism, Audi  
2009 Cannes Lions, 2 x Finalist, PR Lions, Mess is More, Halebop

### National Awards:

2011 Spinn\*\*, Gold, Mass Media, No News Is Big News TeliaSonera  
2011 Guldägget Awards\*, Integrated Gold, Vac from the Sea, Electrolux  
2011 Guldägget Awards, PR Silver, Vac from the Sea, Electrolux  
2010 Spinn, Gold, Business to Business, Vac from the Sea, Electrolux  
2007 Spinn, Gold, Business to Business, Holiday Texting, TeliaSonera  
2007 Spinn, Gold, Consumer Goods, Summer Campaign, TeliaSonera  
2005 Spinn, Entertainment & Media, ÄgerDugerSuger, Lunarstorm

\* Guldägget is organized by the Swedish Association of Communication Agencies

\*\* Spinn is organized by the Association of Public Relations Consultancies in Sweden