

LISA JUUL

Senior Project & Marketing Manager

Stockholm, Sweden

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9+ years of experience delivering projects, productions and campaigns, most recently 7+ years at Epidemic Sound, a global tech scale-up. I take global campaigns from strategy to delivery, and specialize in brand awareness, content production and cross-functional delivery. AI-first in how I work.

Times Square Managed a 360° brand campaign featuring a Times Square billboard	7M+ Generated 7M+ organic views from an awareness campaign	Billboard Earned press coverage in Billboard, Music Business Worldwide and Music Week; managed a media partnership with Highsnobiety	SXSW Led live activations with artists at SXSW and VidCon, and a B2B collaboration at Almedalen
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SKILLS

Project and program management

end-to-end delivery, budget and resource management, risk management, stakeholder management, supplier and vendor management, Agile, Lean, cross-functional leadership, KPI reporting, C-level communication

Marketing

brand awareness, 360° campaigns, go-to-market, product launches, brand and creator partnerships, influencer marketing, PR and media partnerships, events and activations, out-of-home (OOH), content production

Tools

Jira, Confluence, Figma, Adobe Creative Suite (Photoshop, InDesign, Illustrator, After Effects), Salesforce, Miro, Google Workspace, Slack

AI

Claude, AI agents, Claude Design; built an AI agent that turns campaign data into KPI reports; designed my portfolio in Claude Design

Languages

Swedish (fluent), English (fluent)

EDUCATION

B.A., Media Production and Process Design

Malmö University, 2013 – 2018

Thesis on immersive storytelling in 360° music videos (1,800 downloads); thesis on Lean

Business and Mass Communication, Digital Arts

California State University, Northridge, 2016 – 2017

Social Video

Berghs School of Communication, 2022

EXPERIENCE

Marketing Manager, Epidemic Sound, Stockholm Apr 2022 – Present

- Owned global brand campaigns end to end: strategy, scope, KPIs, budget, suppliers, production, contracts, rights clearance, rollout and results
- Drove part of a company-wide key initiative tied to company OKRs; participated in recurring weekly meetings with several C-level executives and held company-wide presentations
- Managed an 8M SEK annual budget and 40+ stakeholders across Marketing, Sales, PR, Product, Legal, Music and DRM
- Ran parallel global campaigns with artists such as Honey Dijon, Switch (Major Lazer) and LP Giobbi, spanning SXSW, VidCon and a Times Square billboard
- Helped launch the platform's first-ever in-product promotion surfaces
- Built a mentorship program pairing Johnny Marr and Richie Hawtin with emerging artists
- Built briefing systems and campaign ladders adopted cross-functionally

DRM Operations Manager, Epidemic Sound, Stockholm Oct 2021 – Apr 2022

- Led a remote team of 13 (7.7 FTE) and set operational priorities with the department head; built processes designed to scale

DRM Project Lead and Project Coordinator, Epidemic Sound, Stockholm May 2019 – Oct 2021

- Advised B2B and B2C clients on complex digital rights questions and resolved rights conflicts with third-party rights holders and digital platforms; promoted twice in under 3 years

Coordinator, City of Malmö, Malmö 2018 – 2019

- Coordinated high-pace housing operations, drafted and followed up agreements; worked Lean

Talent Coordinator, VICE (Virtue), Copenhagen 2018

- Managed relationships with influencers and talent agencies; researched digital marketing trends

Industry Director, Malmö Arab Film Festival, Malmö 2017

- Directed and produced the MAFF Market Forum industry event; secured film-institute funding through networking at Cannes Film Festival

Internships, Wonderworld VR (Los Angeles), Media Evolution (Malmö), Nexiko (Lund) 2015 – 2017