

CHARLOTTE LEFÈVRE

Human beings before business – business combined with pleasure
– in favor of sustainable and joyful projects and productions

Relevant work experience

PROJECT MANAGER

Nobelstiftelsen, November 2023–December 2023

Overall manager and team lead for "the Nobel Hospitality Desk" at the Grand Hôtel, before and during the Nobel Week.

AGENCY PRODUCER | PRODUCTION MANAGER

WorkShop (retail agency), Februari 2022–Oktober 2023

Project manager of digital engagement programs, from set-up of back-end/front-end to launch, as well as project manager of retail-related store communication and agency producer of commercial films and content material.

Clients: [adidas](#), [Sonos](#), [Samsung](#), [Intel](#), [Helix](#) m.fl.

COMMERCIAL FILM PRODUCER | PRODUCTION MANAGER

Madame Lefèvre (freelance), 2019–2022

Overall responsibility for the clients' productions with a focus on advertising/content – from start-up meetings, establishing budgets and schedules, to contracting resources, running and quality ensuring the production before, during and after recording until final delivery. In addition to +10 years of focus on commercial film production and content, I also have experience as an in-house/agency producer of 360 campaigns.

Clients: [The ABSOLUT Company](#), [Naive](#), [B-Reel](#), [Bond Street Film](#) (Shortcut Media Group), [Agentur Hammarström](#).

End clients: [ABSOLUT Vodka](#), [Lindex](#), [H&M](#), [Epidemic Sound](#), [Discovery Networks Sweden](#), [Sjöhistoriska museet Vrak](#), [Tele2](#), [ComHem](#), [Telia](#), [Comviq](#), [Doktor 24](#), [Paradox Interactive](#) m.fl.

COMMERCIAL FILM PRODUCER | PRODUCTION MANAGER

Chimney/Edisen (production company), 2017–2019

Production management of commercial films and content material, campaign sites, motion branding identity, annual report, editorial work, tv host and voice over.

Clients: [Nordiska Museet](#), [Hyresgästföreningen](#), [Teracom](#), [IST](#), [Epiroc](#), [GSK](#), [Telia](#), [Einride](#) m.fl.

COMMERCIAL FILM PRODUCER | PRODUCTION MANAGER

MMG (production company), 2016–2017

Production management of commercial films and content material.

Clients: [Studentlitteratur](#), [Verifone](#), [SIS](#), [Öhlins](#), [Scanacon](#), [Nexus](#), [JLT](#), [Affinion](#), [SMC Pneumatics](#) m.fl.

PRODUCTION MANAGER

Creative Meetings (event agency), 2014–2016

Production management of content material, development of conference related strategies and content, editorial work and voice over.

Clients: [Reitan/7-Eleven](#), [Pressbyrå](#), [Octapharma](#), [Trafikverket](#), [Lidl](#), [Skatteverket](#), [Gustavsberg](#).

PRODUCTION MANAGER | EDITOR

Inspiration, (event agency), 2010–2014

(maternity leave 2011–14)

Development of communication plan and workshops for AON and IKANO Bostad, idea and pitch manager for Apoteket, concept manager for Manpower Norway, copy for Adobe and editor of Toyota's internal newsletter, are achievements I care to highlight.

Clients: [IKANO Bostad](#), [AON](#), [Manpower](#), [Adobe](#), [Schibstedt](#), [UC](#), [KPMG](#), [Lufthansa](#), [Toyota](#), [Svegro](#) m.fl.

EDITOR

The Inspiration Company (loyalty agency), 2008–2008

Editor for the plumbing supplier Dahl's loyalty and customer club.

MARKETING COORDINATOR

Live Nation (concert producer), 2006–2007

Coordinating and operational role before and during the European tour of the American show Monster Jam.

PRODUCTION ASSISTANT

SVT, Strix, Meter (production company), 2002–2003

Editorial and operational role before and during below productions.

Productions: [Melodifestivalen](#) (SVT), [Världens Barn-galan](#) (SVT), [Akta Rygg](#) (SVT), [Vem vill bli miljonär](#) (Meter) och [Fame](#) (Strix).

Mission of trust

BOARD MEMBER

Brf. Kolveden (condominium association), 2024–

On request, elected as secretary in a condominium association responsible for running individual projects.

Educational background

ADVERTISING AND MARKETING

IIU and Pace University, Stockholm/New York, 2000–2001

Studies in strategic marketing, advertising and print production, campaign planning and integrated communication.

PROJECT MANAGEMENT

Berghs School of Communication, 2006, 1 semester

Establishment of situation analysis, marketing and campaign plan. Studies in integrated communication, target group segmentation, media selection and measurement methods.

CONTENT MARKETING | SOCIAL MEDIA STRATEGIES

Berghs School of Communication, 2016, 1 semester

Semester course in content strategies, the power of storytelling to create value on the terms of the target group and communication strategies for brands in social media.

JOURNALISM

Poppius Journalistskola, 2007, 1 semester

Theoretical and practical knowledge in journalism and press ethics.

TV PRODUCTION

Medieskolan, 2002–2003

Editorial focus.

Relevant competence

COMMERCIAL FILM PRODUCTION

+10 years of operational experience in leading advertising film productions and content.

PROJECT MGMT | LEADERSHIP | RESOURCE PLANNING

With structure, clear and efficient processes that are adapted to and based on unique assignments and clients, primarily clear communication, I drive projects/productions through difficult challenges, tight budgets and tight deadlines while maintaining calm. I believe in responsive and trust-based self-leadership with respect for each other's responsibility and competence. The well-being of the team will always be one of my top priorities.

BUDGETING | QUOTATION

A well-thought-out quote/budget that is clear to the client, which takes into account the nature of the assignment and potential risks, ensures both the team's conditions and the outcome of the project/production.

PROJECT PLANNING

Based on the budget, team set-up and deadline, I set clear plans that have as generous margins as possible for unforeseen events and delays and regularly communicate milestones and deadlines to all parties.

STRATEGY

I have the ability to hold both internal as well as with client creative and strategic discussions to ensure that ideas are anchored in the client's strategy and deliver on brief.

Language

Swedish, native

English, advanced

French, competent

German, basic knowledge

IT

Mac and PC: experienced user

Office: experienced user

Excel: advanced

PPT: experienced user

Google Drive, Sharepoint och One Drive: experienced user

Trello and Asana: experienced

Other competencies

Idé and design: idea work, feedback and proofreading

Copy: good writing skills

Voice over: hired for mainly internal agency assignments

Actor: regular classes since 2022

Personal strengths

Solution-oriented and initiative-taking

High standard of service and professionalism

Handles pressure with methodical work and remained calm

Used to working internationally with English as language

Works detail-oriented and carefully

Places great value in good/regular project communication

Grades | References

On request.

Reviews

"The first things you will notice about Charlotte is how much on top of everything and energetic she is. The onboarding was very quick but rarely do you feel, as a client that you are placed in such capable hands. Her positive attitude helps going the extra mile and she knows where the priorities should be. She is also very easy to collaborate with. By far one of the best producers I had the pleasure to work with and I would recommend Charlotte with absolutely no hesitations whatsoever. Do not lose an opportunity to work with Charlotte, she is a great asset!"

Maxime Henain, Senior Brand Manager, Creative Content ABSOLUT Vodka

"Professional, passionate and always one step ahead! Charlotte has a unique understanding and feeling for both the creative and business process. Loved by both customers and colleagues, she runs structured and efficient productions with the highest level of service, regardless of conditions. She also has the unique ability to be a cruel asset purely creatively. She has a broader perspective and constantly delivers. Always safe and nice to work with Charlotte, a rock with the heart in the right place. However, earplugs are recommended for the sensitive – she laughs out loud and often!"

Johan Hammarberg, Creative Director, Bond Street Film

Always positive and on top of things, Charlotte is one of the most amazing people I have had the pleasure to work with. We have had a lot of fun together and I hope we get to work on a lot more projects in the future. If you have the chance to work with Charlotte, take it and don't look back."

Michel Megherbi, Head of Film, Chimney Content

"Charlotte is both a confident and dynamic employee who runs and leads productions with a high level of service. She keeps a close eye on the entire production process, and whatever happens; unclear brief, lack of time, insufficient budget, someone in the team gets sick... so she solves the problems and always keeps her good mood. Furthermore, Charlotte has a fingertip feeling for the smallest detail regarding planning, script, recording, image and editing. During filming, Charlotte keeps everyone in the team together and excites the people both behind and in front of the camera. Charlotte is a true professional who has really been a favor to work with – in every way. I look forward to working with Charlotte again and can give her my warmest recommendations until then."

**Sandra Grill, Account Director
Chimney Content**

"There are people who are doing their job with professionalism. But there are not many as Charlotte, who can deliver more than 100 % quality, energy and leadership to the team involved. Her deer charisma, passion and competence will give her customers the best satisfaction grades. How do I know this? I have been her customer, she has been my customer. We have worked together! Try her out and you will understand! Maybe you'll be the next in line here to give her the best credits. Simply, because she is worth it!"

**Fia Hammarström, owner & CEO
Voice Professional and Hammarström Agency**

"... In addition to her professional side, I want to emphasize Charlotte's exceptional qualities as a person. Beyond her role as a producer/project manager, she is genuinely warm-hearted and caring. Her friendly nature makes her not only a joy to work with but also a valuable asset to any team. Charlotte's ability to balance professionalism with a supportive attitude sets her apart. Charlotte is the kind of professional who goes above and beyond, and I highly recommend her for any role that demands a dedicated, organized, and personable team member."

**Sarah Björkholm, Project Manager
Freelance**

"I can highly recommend Charlotte. Charlotte keeps a close eye on productions from start to finish. Charlotte always has a positive attitude, sees opportunities, comes up with creative solutions to problems and leads productions with a high level of service."

**Catinka de Flon, Head of Production
Bond Street Film**

"I really appreciated the time Charlotte and I worked together and the interaction we had. Her ability to create structure and order and make the customer feel secure and confident in the midst of a full-scale chaos will always impress me."

**Viktor Hjulström, Business Development Manager
Helix Sweden AB**