

PERSONAL INFORMATION

Mina Legnered



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Date of birth 01/04/1979 | Nationality Swedish

PERSONAL STATEMENT

A service minded tango dancing yogi with extraordinary experience

WORK EXPERIENCE

01/07/2019–Present

Chief Happiness Officer

Malmö Tango Love, Malmö (Sweden)

I'm the founder of a co-creation project with currently 7 people in the group, to inspire people in Malmö with tango dancing and music. Tango is a dance that connects people of all ages and origins. It's a way to connect with yourself and with others. A way to inspire humanity, trust and sustainable collaboration.

- Coordinating weekly tango workshops and social dance at Nydala, Malmö.

www.malmotangolove.com @malmotangolove

01/02/2017–Present

Founder

Simply Draw it Big, Malmö (Sweden)

I'm proudly running Sweden's No1 agency for Live Scribes.

I enable the field of visual facilitation to flourish in Sweden.

I connect people and help organisations be sustainable and have a positiv impact in society through sustainable collaboration and communication.

- Sales & Marketing - focus on social media and producing relevant content. Potential clients arrive via networking offline and online, word of mouth and our SEO friendly website.
- Matching the right Live Scribes with the right projects
- Admin / Coordination

www.simplydrawitbig.com

Our educational leg: www.visualvikingacademy.eu

01/04/2015–31/12/2016

Co-Founder

The Power Station Ghana - Meaningful Marketing, Accra (Ghana)

Launched a Marketing Agency

Built a team of 10

Established a high reputation, well appreciated by multiple international companies located in Accra

Clients: Volvo, Bare International, Scania, French Chamber of Commerce, Fidelity Bank Ghana (and more)

10/12/2012–31/03/2015

Social Media Community Manager

EPP Group in the European Parliament, Brussels (Belgium)

In the Press & Communications department I enabled Social Media integration in the media mix. Encouraged team work, developed strategies for outreach, conducted trainings, produced social media friendly videos and interviewed people.

01/01/2012–07/09/2012

Account / Project Manager

ZN Consulting, Brussels (Belgium)

Strategic communications. Defined e-campaigns and engagement plans. Managed customer retention and satisfaction. Project management for variety of clients in multiple industries. Developed presentations and pitches for new potential clients. Financial management on all aspects of accounts.

01/01/2007–31/12/2011

Web Marketing Manager / Business Process Specialist

Outokumpu, Brussels (Belgium)

I held various positions in the central Group Sales and Marketing organisation, leading several development projects from mapping ways of working and defining business processes, performance management, internal communications and managing the web presence.

Defined communications strategies.

Implemented a new intranet - platform and new ways of working.

Conducted conceptual trainings in Social Media and practical trainings in Microsoft SharePoint.

Coached senior management in presentation techniques

EDUCATION AND TRAINING

01/08/2002–15/06/2006

B.Sc. Service Management

University of Lund, Lund (Sweden)

PERSONAL SKILLS

Mother tongue(s)

Swedish

Foreign language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2	C2
Persian	B1	A1	B1	B1	A1
French	C1	B2	B1	B1	B1
Spanish	B1	B2	B1	B1	A2
Danish	C1	C1	B1	B1	B1

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user
Common European Framework of Reference for Languages

Communication skills

Excellent communication skills, quickly connect with people at every level and make them feel at ease whether an employee, team member, manager or customer. Agile to my environment and understand different cultures, much due to traveling and working across European sales offices.

Organisational / managerial skills

Situational Leadership experience in various positions, team leadership ranging from 4-20 persons. Motivating and inspirational leader. Easy to integrate in small company or global corporation. Experienced in Change Management. Long project management experience. Experience in supply chain, administration and finance.

Job-related skills

1999 - 2006

In my earlier years in Malmö, Sweden, I had the pleasure of exploring the Hospitality industry where I worked with various restaurants, bars and clubs. In every moment enjoying the process of creation and the interaction with people.

I combined my knowledge and experience as a Restaurant / Bar Manager with a Bachelor in Service Management at the University of Lund - the perfect blend of business management and marketing with a twist of service.

A selection of my employers: Twisted Torso, Atmosfär, Café Rasoir (Hotel Savoy Malmö), Centiliter & Gram, Victors, Badhytten.

Digital skills

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem-solving
Proficient user	Proficient user	Proficient user	Basic user	Proficient user

Digital skills - Self-assessment grid

Video editing

Driving licence B