Sofia Lahti

Digital Communicator | Content & Brand Specialist

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Key Competencies

Strategic Communication

- Strategic Communication
- Social Media
- Content Creation
- Brand Development

Digital Design & Creative Production

- Graphic Design
- UI/UX Design
- Photography
- Video
- Web Production

Business & Retail

- Sales
- Purchasing
- Customer Relations
- Merchandising

Tools & Platforms

- Figma
- Canva
- Adobe Creative Suite
- Microsoft Office
- Sitevision
- WordPress

- UI/UX Design
- Web Design
- Content Creation
- Brand Communication
- Social Media
- Wireframing
- Prototyping
- Graphic Design
- CMS
- Motion Design

Summary

Creative and business-driven communicator with experience in content creation, social media, brand development, and digital communication. Experienced in managing projects from concept to launch and creating content that strengthens brands, increases visibility, and engages target audiences. Combines strategic understanding with a strong sense of design, content, and digital presence. Experience from the public sector, retail, and entrepreneurship.

Selected Achievements

- Built communication channels and content for Kiruna 2029 from the ground up.
- Produced content for web, social media, and press that strengthened visibility and brand presence.
- Developed social media for Höjdmeter and created campaign content to support sales.
- Founded a design business and delivered projects in branding, web, and digital communication.
- Combined creative expertise with sales, purchasing, and customer relations in a commercial environment.

Experience

Communications Consultant | Kiruna 2029

2025 – Present (Consulting Assignment)

- Plan and execute communication initiatives based on strategic goals
- Produce content for web, social media, and press
- Coordinate external partners and stakeholders
- Contribute to increased visibility and brand presence in digital channels
- Strengthen communication around urban development and community projects

Founder / Digital Designer | Solah Studio

2023 – Present

- Run a business focused on digital design and visual communication
- Create graphic material for web, social media, and campaigns
- Develop websites, concepts, and digital branding solutions
- Manage client communication, project management, and delivery
- Help companies strengthen their digital presence and visual identity

Social Media / Purchasing / Sales Associate | Höjdmeter

2024 – Present (Parallel to Own Business)

- Produce content for social media and marketing
- Photograph products and campaign material
- Work with purchasing and assortment planning
- Drive sales and customer experience in-store
- Contribute to the store’s visual expression through merchandising

Verktyg och plattformar

- Adobe Creative Suite
- Canva
- Figma
- WordPress
- Sitevision

- UI/UX-design
- Grafisk design
- Varumärkeskommunikation
- Motion Design
- Digital kommunikation

Languages

Swedish – Native

English – Fluent spoken and written

Repair Technician | LKAB Malmtrafik

2022-2024

- Performed service, maintenance, and repairs in a technical environment
- Ensured quality, precision, and efficiency in workflows
- Collaborated with multiple functions in production operations

Sales Associate | ICA Nära Riksgränsen

2022 (4-month seasonal role)

- Handled customer service, cashier duties, and daily sales
- Managed shelf replenishment and product exposure
- Assisted customers in an international tourist environment
- Worked flexibly in a high-paced seasonal setting

Digital Designer Intern | Dear Friends

2020-2021

- Worked with UI/UX design during an app redesign project
- Created wireframes, prototypes, and design proposals
- Contributed to creative processes and digital production

Education

Digital Designer – Higher Vocational Education
YRGO | 2019 – 2022

Technical Foundation Year
Chalmers University of Technology | 2017 – 2018

Upper Secondary Diploma
Hjalmar Lundbohmsskolan | 2009 – 2012