
CLAUDIA ERIXON

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CAREER PROFILE

Communications professional with seven years experience across communications, marketing and customer service. Since 2023, worked in communications and content marketing for next-gen/biobased textile innovation; drove mission awareness of a think tank through report-publishing and content-repurposing communications strategy, helping contribute to over \$2.31 billion in investments for next-gen materials. Enhanced brand visibility and audience engagement of a startup by increasing growth across Instagram (+113%), LinkedIn (+83%) and email subscribers (+170%) through strategic content creation and campaigns. Supported impactful nonprofits in the sustainability and innovation sectors on 14 reports from ideation to publication.

Core competencies include content marketing (including graphics) for social media, blog and email, end-to-end editorial skills, nonprofit, marketing, donor and stakeholder communications, and metrics analysis. Additional volunteer experience in communications, research and online events in animal advocacy, wellbeing and sustainability nonprofits.

CAREER HIGHLIGHTS

- Enhanced brand visibility and audience engagement by driving growth across key channels: Instagram (+113%), LinkedIn (+83%) and email subscribers (+170%), through strategic content creation and targeted campaigns.
- Developed and executed a cohesive social media strategy, increasing monthly Instagram interactions by 93% and LinkedIn engagement actions by 39%, fostering stronger audience interaction across platforms.
- Wrote and edited in part or full 11 reports with combined download number of 3,000+ covered in media outlets with potential reach of 656M.

WORK EXPERIENCE

ALT. LEATHER, Remote in UK (HQ: Melbourne, Australia)

01/2025–12/2025

Deep tech startup creating 100% bio-based leather alternative material.

Communications and Marketing Officer, part-time

Led all aspects of external company communications and content marketing, managing the website, newsletter, blog and social media channels. Designed graphics and data representations to support brand storytelling. Partnered directly with the founder to establish a cohesive brand identity during the company's early-stage commercialisation.

- Enhanced brand visibility and audience engagement by driving follower growth across key channels: Instagram (+151%, 328 → 823), LinkedIn (+96%, 925 → 1,810), and email subscribers (+170%, 111 → 300), through strategic content creation and targeted campaigns.
- Created visually compelling graphics and data representations that enhanced brand storytelling and improved audience comprehension of complex topics.
- Developed and executed a cohesive social media strategy, increasing monthly Instagram interactions by 93% and LinkedIn engagement actions by 39%, fostering stronger audience interaction across platforms.

MATERIAL INNOVATION INITIATIVE (MII), Remote in UK (HQ: USA)

06/2023–09/2024

Nonprofit think tank accelerating next-gen biomaterials industry for environmental, animal and social impact; diverse audience of business, NGOs, academia, policy and investors. Closed operations 09/24, later reopened.

Communications Coordinator

01/2024–09/2024

Delivered editorial content for 10 reports, contributing research, writing, end-to-end editorial skills. Assisted promotion, content repurposing, infographic creation, project management using workflow tools. Collaborated cross-functionally, inc. externally with graphic designers. Managed metrics tracking (both quantitative and qualitative), external feedback and databases on innovation companies. Researched and built lists (events, media, prospects). Helped facilitate webinars. Performed communications administration and personally assisted CEO inc. ghost-writing letter to U.S. Congress advocating for the next-gen materials industry.

- Wrote and edited in part/full 10 reports with combined download number of 3000+ covered in media outlets with potential reach of 656M.
- Led end-to-end development of thought-leadership report "[Why to Invest in Next Gen Materials](#)". Project-managed, edited and compiled entire report, writing 20% of original content.

- Drove mission awareness by assisting in execution of social media strategy, which doubled LinkedIn following in one year from 5k to 10k; additional 27% increase in Instagram followers; total media coverage's potential reach was 1.1B.

Intern (Communications and Development)

06/2023–12/2023

Pitched and wrote blog posts, produced social posts, researched and built lists (events, media, prospects), individual and corporate donor prospecting, assisted promotion and execution of annual virtual conference.

THE ALL NATURAL COMPANY, Norfolk, UK

05/2019-05/2023

Long-standing independent health food shop.

Customer Service and Retail Associate

Served 6500+ customers, ran the shop, trained and managed 4 team members, performed administration.

- Increased workflow efficiency by improving and updating operational systems.

MADE IN CLEY, Norfolk, UK

02/2020–11/2021

Distinguished artisan pottery shop est.1984.

Customer Service and Retail Associate

Served 2000+ customers in person and online, managed administration and logistics, ran the gallery-shop.

- Promoted major purchases by supporting customer buying process.
- Increased work efficiency by identifying daily operational bottlenecks.

PRIVATE ELDERLY CARER, Norfolk, UK

01/2019-11/2021

Provided care and personal assistance for all aspects of daily life. Assisted an MBE artist to continue working during end-of-life. Steered frequent crises to safety, inc. medical emergencies.

- Resolved and prevented daily problems by working proactively and preempting needs.

CHI NOT CHEESE, Norfolk, UK

08/2017–01/2019

Animal advocacy slogan apparel business.

Co-Founder, Communications & Marketing Lead

Copywriting (customer communications, advertising, products), devised slogan concepts, marketing strategy and product positioning, built WordPress.org website.

VOLUNTEERING

GAIA HOUSE, Remote

01/2023–Present

Events Management Assistant for UK's largest meditation retreat centre.

SHRIMP WELFARE PROJECT, Remote

11/2022–06/2023

Communications Assistant for high-impact non-profit improving shrimp welfare.

Writing and designing social posts, reports and infographics; copy-editing.

- Wrote and edited a report on consumer attitudes towards shrimp welfare.

ANIMAL THINK TANK, Remote

11/2022–05/2023

Social Movements Research Assistant

EDUCATION

STOCKHOLM UNIVERSITY OF THE ARTS

2014–2017

BA, Dance Performance, Pass (Pass/Fail only)

Distinguished contemporary dance school, combining high-level physical training with academic study (inc. dissertation). Exchange semester at INSTITUT DEL TEATRE, BARCELONA.

COPENHAGEN CONTEMPORARY DANCE SCHOOL

2013–2014

Foundation Course in Contemporary Dance

ADDITIONAL ACTIVITIES

- 7 years experience public advocacy and activism for climate change and farmed animals.
- Native English speaker, previously fluent in Spanish and French, conversational in Swedish.