

Sara Wulff Mauritzen

Content production and digital marketing

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Available from January 2027

EXPERIENCE

- Marketer (temporary) · INTERSPORT Norway

Feb 2026 – present

 - Plan and produce newsletters based on campaigns, season and relevant events.
 - Write web content, including articles and landing pages built on search insight (SEO/AEO).
 - Produce ad assets for Meta and Snapchat, and follow up the performance agency running paid campaigns.
 - Use historical data and GA4 results to adjust content and priorities.
- Social Media Manager / Content Producer (temporary) · Bikeshop.no

May 2025 – Oct 2025

 - Owned channel and content strategy across Instagram, Facebook and LinkedIn for a specialist bike retailer and webshop.
 - Grew monthly interactions from around 2,000 to more than 200,000 through a new content strategy.
 - Produced photography, video, Reels, carousels and campaign assets from idea to publication.
 - Developed brand and ambassador partnerships, and planned and ran community events such as Marka Overnighter.
- Project Lead & Instructor · Green Cycling Norway

2024 – 2025

 - Planned communication, marketing and events, coordinated partners and volunteers, and helped run the Unionsrittet cycling race.
- Adviser · Rauma Municipality

Feb 2022 – Sep 2023

 - Casework and dialogue with service users and relatives. Used plain language to make complex regulations and decisions easy to understand.
- Store Manager / Store Associate · PiteraQ, Oslo & Åndalsnes

2018 – 2020

 - Progressed to store manager in specialist outdoor retail, responsible for sales, daily operations, suppliers, inventory and staff.

SKILLS AND TOOLS

Skills: Copywriting, photo and video · Newsletters and social media · Campaign planning · SEO/AEO · Analytics and reporting · Brand and ambassador partnerships

Tools: GA4 · Sanity (CMS) · Meta Business Suite · Lightroom · Photoshop · InDesign · CapCut · Canva · Claude (AI) · basic Excel

Languages: Norwegian (native) · English (fluent)

EDUCATION

NTNU · Civil Engineering, Energy and Environment, 2018 – 2020 (not completed)

OTHER

Former mountain and glacier guide at Spiterstulen. Long-distance cyclist, including a bikepacking trip through Chile and Argentina to Ushuaia in winter 2024/2025.