

# RESUMÉ



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## SUMMARY

Extroverted, organized, and passionate Career coach and Speaker, with more than two years of experience, I enjoy coaching people and organizations through change, with focus on improving communication, culture, creativity and leadership. I've authored four books and I also have more than five years of experience in advertising as a professional Copywriter, working mainly with promotional magazines and corporate presentations.

## SKILLS

- Creativity (*come up with ideas, make plans, produce campaigns, co-ordinate projects*)
- Organizational development (*analyze, define and suggest solutions with strategy*)
- Copywriting (*write advertising texts, corporate presentations, website copy*)
- Interview technique (*using the Socratic dialogue for coaching, open questions*)
- Presentation technique (*preparing, speaking and hand-out executive summary*)
- Coaching approach (*believing in people's inherent competence and will to do good*)
- Listening (*listening deeply to clients and customers*)
- Decoration and display (*creating matching outfits with props to store windows*)
- Bilingual (*Swedish - native and English - fluent*)

## EDUCATION

### Organizational Change

Hawaii Pacific University, HI, USA, Professional certificate 2005 and 2010

*Studied Innovation and Creativity, National Community Change, Leadership and Culture, and Organizational Behavior, among Graduate classes.*

### **Interview technique for coaching and mentoring**

Malmö University in Sweden 2003-2004

*My graduate exam paper entitled "Dialogue - a tool for certain professions" the year before, became the foundation for this course.*

### **Working life science**

Malmö University in Sweden, Master's degree 1999-2003

*Business Intelligence, Leadership, Organizational theory, HRM, Gender science and Media perception were part of this degree. I took Organizational Development and wrote a plan with two classmates for Timelox to become a learning organization.*

### **Project management**

Folkuniversitetet in Malmö, Sweden 1999

*Coming up with a business idea, writing a plan with a budget, and making a presentation.*

### **Copywriting**

Berghs School of Communication in Stockholm, Sweden, Prof. diploma 1993-1994

*Communication strategies, conceptual development, collaboration with Art Director and Scriptwriting students made for an interdisciplinary approach directed at the workplace.*

### **Communication and Media**

Katedralskolan in Lund, Sweden 1991-92

*Basic art direction, typography, journalism, photography and copywriting with short internships.*

### **High School senior**

Exchange student at Ticonderoga Central High School, NY, USA 1988-89

*Participated in the Jr Miss Pageant, Yearbook staff, Youth and Government, and Choir, as well as National Honor Society.*

## WORK EXPERIENCE

### **Interviewer** *Feb-March 2026*

Market research by phone in Sweden, for Mavrix Data.

### **Author** *Sept 2024 - Feb 2025*

Authored *A book about Creativity* (coaching with personal examples) and *The Call for Divine Harmony - finding pearls of wisdom* (about healing my inner child and defining a good relationship).

### **Translator** *Sept 2021 - Dec 2025*

Translated website for QualityUnit from English to Swedish, wrote website copy to EXA Shoes, evaluated AI prompts and responses for Scale AI, and translations for Kuikco, online through Upwork as an independent freelancer.

### **Career coach** *June 2015 - June 2018*

Career coach for small international groups where I helped to clarify goals and plans, showed how to make vision boards, and organized networking events for expats, through MeetUp in Stockholm, Sweden.

### **Business developer and author** *Aug 2012 - Aug 2017*

Created two business plans to: Design and sell a garland made of bamboo, and to build and start up Telluselle Living Center. Authored *The Call for Divine Mothering - applying the keys to paradise* (about defining aloha) and *The Call for Divine Fathering - flying with the feathers of the eagle* (about US detention, with witness testimonies to UNOHCHR), in Stockholm, Sweden.

### **Copywriter and Dance instructor** *Aug 2005 - Dec 2007*

Self-employed at Balansfokus, where I wrote copy for Lenderstorm, published a column, and authored the book *The keys to paradise* in Swedish. I held Hula classes at various dance studios and performed at events in the south of Sweden.

**Career coach and Motivational speaker** *March 2004 - Aug 2004*

Self-employed at Balansfokus in Sweden, where I coached unemployed individuals and small groups through a EU grant for Kubus in Landskrona. Our aim was to foster intrapreneurship. I also coached a couple of employees at Malmö University and gave talks on coaching, for student entrepreneurs.

**Writer** *Jan 2001 - Dec 2001*

Writer for Malmoguiden.se articles about house fair Bo01 etc, in Malmö, Sweden.

**Editor** *Jan 2000 - Dec 2000*

Editor for Forum fitness club member magazine 4 issues, in Malmö, Sweden.

**Interviewer** *Jan 1999 - Aug 1999*

Did interviews as an extra for the market research institute Intervjugruppen in Malmö, Sweden.

**Copywriter** *July 1997 - Feb 1998*

Employed at Borstahusen Informationsdesign in Sweden, for b-to-b clients such as *Hälsokostcentralen*, *Salming Floorhockey*, *Landskrona Businesscenter* and *Skaneek*.

**Copywriter** *Jan 1997 - June 1997*

Self-employed at CC Reklam in Malmö, Sweden with assignments for DIS, McCann and Södergården advertising agencies, with an article for *Van der Berghs Food*, catalogue for *GUL watches*, exhibit catalogue for *Historical Advertising association*, and internal presentation of acquisition for *Volvo Excavators*.

**Copywriter** *June 1996 - Dec 1996*

Employed at Södergården Reklam & Information in Malmö, Sweden, with trade marketing clients such as *Nestlé*, *LRF Konsult*, *Stena Metal* and *B&W stores*.

**Junior copywriter** *Oct 1994 - Aug 1995*

Employed at Carlström Görander in Malmö, Sweden, for both consumer and b-to-b clients such as *Skånemejerier*, *Awapatent*, *Ecophon* and *Färgtema*.

**Copywriter** *Jan 1994 - Sept 1994*

Freelanced in Stockholm, Sweden, writing brochures for *Delicato*, *ASSE*, *Gymnasieguiden (direct)*, *Fritidsresor (through HLR)*, *Kommunförbundet (fair cards copy through Ogilvy)*.

**Store manager** *June 1992 - July 1993*

Employed at Flash Clothing in Lund, Sweden, for small outlet store including inventory, register and displays, increased sales most of all the 19 stores in Sweden three times.

**Mail-deliverer** *April 1990 - Aug 1991*

Employed at Tetra Pak in Lund, Sweden, where I worked as a mail-deliverer and interned at the Information department and developed a new design for the uniform.

**Office clerk** *Sept 1989 - March 1990*

Employed at Malmö Bildetaljer in Malmö, Sweden, where I digitalized their sales inventory of car parts.

**Stable attendant** *Sept 1987 - June 1988*

Employed at Eslövs Ridklubb in Eslöv, Sweden, where I took care of 20 horses together with one other employee, every other weekend.

**Errand girl** *June 1985 - June 1988*

Employed at Skånska Dagbladet newspaper in Eslöv, Sweden, where I took care of the archives and did errands after school and published my two first articles.

## MISCELLANEOUS

- Changed my name from *Camilla Charpentier* to *Hannah Telluselle* legally 2006, to establish a personal brand with a copyright.
- President for two years at International Culture Exchange organization **IKU** for former exchange students in Sweden, including interviewing new applicants for **ASSE** and escorting a group to Chicago for their connecting flights.
- Member of Malmö University's advisory board as a student representative in Sweden.
- Volunteered with social media updates for Unity Church, and blogged for **Kanu Hawaii**, in Honolulu, HI, USA.