

# Mathilde Hogsnes

- Address: Vulkan 10, Grünerløkka, Oslo 0178
- Phone number: +47 922 89 532
- E-mail: mathildeh@live.no



## WORK EXPERIENCE

---

April 2020 – d.d

Trigger Oslo

August 2018 – March 2020

The Arch Communications

Digital Media Manager

- Media Campaign's (Print and Online)
- Project Coordinating
- Influencer Marketing
- Analysing and measuring results

September 2017 – d, d

Mobile Technology Lab

Kritiania University Collage

External collaborator

- Research articles and Projects
- Attended conferences
- External sensor in the master module, Social media Management
- External sensor in the bachelor course Big Data analytics
- Guest lecture in the master module, Social Media Management
- Guest lecture in the bachelor course Effect evaluation

January 2018 – August 2018

Go'nok Norge

Social Media Manager

Voluntarily work

- Content creator on Instagram
- Speeches in Mental health

Mai 2015 - August 2018	<b>Arts &amp; Crafts Jewellery Design Oslo</b> Social Media Manager <ul style="list-style-type: none"> <li>• Contend creator on Instagram, Facebook, Snap Chat, and Web</li> <li>• Newsletters</li> <li>• Influencer collaborations</li> </ul>
September 2017 – December 2017	<b>Splay Networks</b> Intern and Production Assistant <ul style="list-style-type: none"> <li>• Influencer events</li> <li>• Social Media Campaigns</li> <li>• YouTube productions</li> </ul>
June 2014 - August 2016	<b>Arts &amp; Crafts Jewellery Design Oslo</b> Store Manager <ul style="list-style-type: none"> <li>• Farmandstredet in Tønsberg.</li> </ul>
October 2014 - Mai 2015	<b>Arts &amp; Crafts Jewellery Design Oslo</b> Store Manager <ul style="list-style-type: none"> <li>• Bogstadveien in Oslo.</li> </ul>
August 2011 - June 2014	<b>Arts &amp; Crafts Jewellery Design Oslo</b> Sales <ul style="list-style-type: none"> <li>• Lagunen storsenter in Bergen.</li> </ul>
August 2007- August 2011	<b>Arts &amp; Crafts Jewellery Design Oslo</b> Sales <ul style="list-style-type: none"> <li>• Farmandstredet in Tønsberg.</li> </ul>

## EDUCATION

---

August 2016 - Mai 2018	<b>Westerdals Oslo ACT</b> Master of science in Information Systems <ul style="list-style-type: none"> <li>• Specialized in Digital Business Systems</li> <li>• Main interests: Social Media</li> <li>• Master dissertation: The Influencer industry and Social Influence on Instagram</li> </ul>
August 2011- Juni 2014	<b>Handelshøyskolen BI Bergen</b> Bachelor in Marketing and Communication <ul style="list-style-type: none"> <li>• Main Interests: Consumer Sociology and Branding</li> <li>• Bachelor thesis: Brand pressure among youth</li> </ul>

August 2009 - Juni 2010

Færder High School

- Higher Education Entrance Qualification

August 2007- Juni 2009

Gjennestad High School

- Design

## PUBLICATION LIST

---

Mathilde Hogsnes; Kjeld S. Hansen/ Towards an Understanding of How Norwegian Social Influencers Negotiate Consumerism and Feminism on Instagram. Poster session presented at The 9th International Conference on Social Media & Society. SMSociety 2018, 2018, 1 p. Poster > peer review

Mathilde Hogsnes; Kjeld S. Hansen / Negotiating Consumerism and Feminism on Instagram. In: Proceedings - 16th IEEE International Symposium on Parallel and Distributed Processing with Applications, 17th IEEE International Conference on Ubiquitous Computing and Communications, 8th IEEE International Conference on Big Data and Cloud Computing, 11th IEEE International Conference on Social Computing and Networking and 8th IEEE International Conference on Sustainable Computing and Communications. ISPA/IUCC/BDCloud/SocialCom/SustainCom 2018. ed. /Jinjun Chen; Laurence T. Yang. Los Alamos, CA : IEEE 2019, p. 1191-1192  
Article in proceedings > peer review

Crystal Abidin\*; Kjeld S. Hansen; Mathilde Hogsnes; Gemma Newlands; Mette L. Nielsen; Louise Y. Nielsen; Tanja Sihvonen/ A Review of Formal and Informal Regulations in the Nordic Influencer Industry. Paper for 2020 issue of "Media Studies in a Nordic Context" for Nordic Journal of Media Studies, published by Nordicom, supported by Nordic Council of Ministers, co-edited by Goran Bolin & Anne Jerslev.  
Journal article > peer review > accepted for publication

## RESEARCH AWARD

---

Mathilde Hogsnes; Kjeld S. Hansen / Towards an Understanding of How Norwegian Social Influencers Negotiate Consumerism and Feminism on Instagram. Awarded as "Best research poster" at The 9th International Conference on Social Media & Society. SMSociety 2018, 2018, 1 p.  
Poster > peer review

## LANGUAGE

---

Norwegian: Excellent oral and written skills  
English: Excellent oral and written skills

## REFERENCES

---

**Ingrid Johns Gjerset**

Account Director | Advisor

The Arch

E-mail: [ingrid@thearch.no](mailto:ingrid@thearch.no)

Phone Number: +47 932 60 675

**Katja Synnestvedt Berger**

Designer and Marketing Manager

Arts & Crafts Jewellery Design Oslo

E-mail: [Design@ac.no](mailto:Design@ac.no)

Phone Number: + 47 980 64 975

**Helene Nygard**

Project manager

Go´nok Norge

E-mail: [Helene@gonok.no](mailto:Helene@gonok.no)

Phone number: + 47 948 76 446