



Alexandra Jonson

WhatsApp +46 707974091
Mobile +34 607410694
alexandra@alexcorner.se

Website: alexcorner.se
LinkedIn: /in/AlexandraJonson
@AlexandraJonson

26-year-old Swedish journalist who lived several years in Spain, with experience of covering sport, mainly football, in writing, TV and different social media formats.

Work Experience

Mediapro 2018- *(Galicia/Basque Country)*

North Spain Correspondent, TV-reporter, for LaLiga TV international

Bombazo podcast 2019 *(Vigo/Stockholm)*

A podcast with a Scandinavian take on Spanish football. Co-host with Lee Roden.

FIFA Digital 2018-2019 *(Russia/France/Milan)*

Digital content producer covering Sweden at FIFA World Cup 2018 in Russia

Digital content producer covering Sweden at FIFA Women's World Cup 2019 in France

Host for live-facebook interview with FIFA Legends at The Best Awards in Milan 2019

IMG 2018-2019 *(Vigo/Stockholm)*

Social media manager for the streaming site Strive (LaLiga, Serie A and MLS coverage)

LaLigaLowdown 2017-2019 *(Oviedo/Vigo)*

North Spain Correspondent, digital content in terms of podcast/radio, youtube, twitter. Interviews, match reporting and analysis.

MarcainEnglish 2016

Staff writer, news articles, adaption and translation of articles from Spanish to English, match reports, previews, live-reporting, features etc. Covering European football, mainly LaLiga and Sweden during the UEFA Euro 2016.

Dagens Nyheter 2015 *(Stockholm)*

Staff writer, newsarticles, interviews, features and match reports on Swedish and international sport.

Fotbollskanalen TV4-Group 2013-2015 *(Barcelona/Stockholm)*

Spain Correspondent writing format covering Spanish football in LaLiga, Copa del Rey and Champions League. News articles, features etc.

Freelanced for:

In Swedish: Dagens Nyheter, Svenska Dagbladet, Offside Fotbollsmagasin, AftonbladetRESA, Sportbladet (Ligabibeln, EM-bibeln, United-bibeln), Expressen, Gurufans, Fotbollskanalen, TV4Group

In English: LaLiga, WebRepublic, FourFourTwo, Marca, Gazetta World, Offside Rule Podcast, Bleacher Report

In Spanish: Sphera Sports

In Danish: Ekstra Bladet

References available upon request!



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Education

Sports Psychology 15hp, Malmö University 2017 (Malmö)

Theoretical and practical aspects of Sports Psychology. Basic knowledge of psychological factors and processes that influence the individual in sports.

Editorial Writing, Berghs School of Communication 2013 (Stockholm)

Editorial writing, text analysis, interview technique, research and ethical questions.

Spanish, Enforex Language School 2013 (Barcelona)

Upper Secondary School, Journalism Program, Mediegymnasiet 2009-2012 (Malmö)

Other qualifications

IT

Advanced user of: Microsoft Office, iWork, Adobe Photoshop, Adobe InDesign, Wordpress, Slack

Experience of: Adobe Flash, Illustrator, Final Cut, Newspilot

Languages 2013

Swedish: Mother tongue

English: Fluent (C1)

Spanish: Fluent (B2)

Understanding of: Danish, Norwegian and Catalan

Have experience of doing interviews in Spanish, English and Swedish

Photo skills

I use a Canon EOS 670D. Samples available upon request.

Social Media

Over 10k followers on my personal Twitter and also use Instagram and Facebook. I have experience of doing Social media for several official accounts such as FIFA, Strive, LaLigaLowdown etc, and of live reporting sport events on Twitter and Scribble for newspapers.

Football

I played for over 17 years in both Sweden and Spain

Clubs: Skanör och Falsterbo IF (1998-2004), Höllvikens GIF (2004-2010), BK Vången (2010-2012), CF Barceloneta (2013-2014)

Merits: U16 SM-Silver (2009), U16 and U18 Regional Champion in Scania (2009), Div 4 Champion (2009) Div 3 Champion (2012), Catalan Div 2 Champion (2013-14)

