

# CURRICULUM VITAE

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## **Current position 2015-**

Conversation circle coach for international personal development groups, seeking more career coaching clients and project management positions with organizational development.

## **2013-14**

### Business plan

Developed a new business idea with a first prototype design for a bamboo lei and updated existing plan for Telluselle Living Center. I also came up with an idea for an event for Isadora Duncan dance and speakers.

### Dance instructor and performer for Hawaiian Hula

Led small workshops for introducing Hawaiian Hula practice to beginners and sharing performances for cultural or private gatherings.

### Lifecoach and Motivational speaker

Led small groups teaching coaching tools and giving personal development examples, reframing our past into present possibilities, through MeetUp.

### Translator

Translated a handbook from English to Swedish about a type of basketball game and product information about makeup through Elance, which taught me duration of hours and how to work through a digital platform.

### Book author and blogger

Wrote two full-length books in English with a documentary style based on my own personal experience as an expat and by conversations with different people, as well as blogged about coaching, eco-friendly living and faith based stories, both on my own and Kanu Hawaii.

## **2011-12**

### Social media updates

Worked on a volunteer basis for Unity Church Hawaii in Honolulu and was part of two small Hula performances. I also wrote blog posts while waiting for conflict resolutions that was communicated in court and the Consumer Affairs Bureau in Hawaii.

## **2010**

### Professional certificate in Organizational Change from Hawaii Pacific University

Took classes in Culture and Leadership, Innovation and Creativity, National and Community Change and Organizational Behavior at Hawaii Pacific University in Honolulu, HI, financed by Swedish studentloan, a small grant from Howie Trustfund at HPU and a grant from the House of Nobility in Sweden. This included how to develop a framework for consultancy in these areas and pulling in my academic focus on motivation, creativity and coaching. I also translated my first book into English and edited its content to fit the US and international market better, continued to develop and market my business plan, met with an architect to discuss building *Telluselle Living Center*, and trained Hula.

## **2006-08**

### Author

Wrote a book in Swedish with a coaching purpose providing the reader with real-life examples from my meetings in Sweden and Hawaii. I also published my own column and did a PR article for Swedish singer artist Jonas Hedqvist and a couple of proposal to lyrics.

### Dance performances

Auditioned and performed for Sweden's Got Talent on TV4, as well as for local culture events. I also held several workshops and a small summer course in beginner's Hula together with my own choreographies, as well as was an extra in a Swedish TV-comedy series.

## **2005**

### Studied for a professional certificate in Organizational Change at Hawaii Pacific University

During spring I took classes in Organizational Development and Leadership in the United States where I learned the Art of reconciliation and meeting across both national and cultural borders. I also started taking dance classes in Hawaiian Hula.

### Balansfokus Lifecoaching

Updated my own website with an English version and continued to write and send out about 100 coaching newsletters to my network of colleagues and clients, seeking new. I also applied to change my last name from *Charpentier* to *Telluselle* to the official Swedish Patent bureau PRV with the intent to create a personal copyrighted brand, which was approved the following year including in my official records.

## **2003-04**

### Graduate classes in Interview technique with coaching and mentoring from Malmö University

Here I got to practice holding both one-on-one sessions and in small groups based on the Co-Active Coaching model and my previous research that the school used, taping each with graded feedback.

### Balansfokus Lifecoaching

Got my first paid assignment with a EU-subsidied project for coaching unemployed people towards fostering a sense of intraprenurship with one-on-one sessions and motivational lectures in a small group in Landskrona.

## **1999-2003**

### Master's degree in Behavioral sciences at the Workplace from Malmö university

I pursued this university education to become a professional Lifecoach, learning and integrating my past work-experiences into a organizational and sociological context. I took classes in Human Resource Management, Business Intelligence, Workscience, Media perception, Organizational Development and Leadership, Knowledge Management and Change management. During this time I was also active as an elected member of the university's advisory board for their institution and a student fraternity organization called KIM (Competence developers) where I was part of the nominating committee.

### Research papers

My three exam papers for Malmö University includes doing short studies in Miami and NYC to include an American perspective for "*Tools for personal coaching*", "*Lifecoaching as an emerging profession*" and "*Using the dialogue in various professions*". My second paper was used in one of my professor's seminars for lesser grade students and I was interviewed for a leadership magazine about it. My third paper was used to found a new set of classes for the teaching department, developing conversation and interview techniques into coaching and mentoring.

### Development plans

As part of my university degree, I worked together in a team to develop a learning organization for the company Timelox in Landskrona with surveys and recommendations. I also developed a plan for extending the existing Career center at Malmö University to include coaching for students towards the workplace, together with their department for such, called EnSam, who sponsored part of the project plan.

### Balansfokus Lifecoaching and Motivational speaker

I started my coaching business in 2001, with motivational speaking engagements for student entrepreneurs during 2002 and held my first trial coaching sessions with volunteer clients. This was also when my first webpage was done in collaboration with web-designers and a logo with an Art Director for my own business.

### Copywriter for local entertainment e-zine

During year 2001, I wrote a series of reviews and articles about interior design, books and cafés for Malmoguiden.se, as well as a couple of personal columns.

### Copywriter for Health magazine for customers

During year 2000, I worked extra for the fitness club Forum in Malmö by doing their customer based magazine with health and wellness articles and interviews.

## **1999**

### Project management for culture projects at Folkuniversitetet

Took a three-month course for cultural workers, learning presentation technique, planning and budgeting for events. It was here I came up with my own business idea in its initial form.

## **1997**

### Copywriter at Borstahusen Informationsdesign

Worked full-time as a copywriter with both business-to-business clients and targeted directly to customers after being headhunted by recruiter. Part of my portfolio includes store presentation for Salming Floor-hockey, brochure and material for an exhibit fair for Hälsokostcentralen, (natural food supplements supplier), presentation of Landskrona new entrepreneur center, b-to-b ad for Kemira Kemi, advertising campaign for Skopunkten (retail chain for shoes) and more

### Copywriter for CC Advertising as a freelancer

Started my own firm to be able to work with more flexible hours and choose which clients I prefer to work with. I did a brochure for GUL-watches and an article about growing herbs for Milda's cookbook through McCann agency, translations for Clarins skincare products from English, exhibit catalogue texts for the Design Historical foundation through DiS and visited San Francisco to show my portfolio. I also continued working with my accounts for Södergården while becoming a vegetarian.

## **1996**

### Copywriter at Södergården Advertising

Made trade marketing pamphlets for Nestlé products such as KitKat and Smarties, Friskies and Findus frozen food were part of my daily duties. We also did ads for supermarket chain B&W, an information brochure for accountant LRF and a campaign for Samfood.

## **1994-95**

### Junior Copywriter at Carlström Görander

At this consumer oriented bureau with much focus on Skånemejerier dairy products, including developing new packages for cheese and a kind of milk, taking us to California to

do an inspirational exposé for hotel and restaurants to receive recipes. AWA-Patent was another client that I did an information pamphlet to educate customers about the different type of intellectual property rights and safety measures and a magazine for interior design to provide the Färgtema stores inspiration to sell paint and flooring.

### **1993-94**

#### Professional diploma in Copywriting from Berghs School of communication

Full-time student in scriptwriting, journalism, copywriting, art direction with typography, creative writing, guest professor projects, marketing laws and effective psychology. I also interned with Hera Ogilvy and Mather and did my first paid freelancing assignments in advertising for a union fair, business event and a brochure introduction for travel.

### **1992-93**

#### Store manager at Flash clothing

Worked full time to sell women's clothing on sale in a small store where I got my contract extended twice and increased sales the most of 19 stores, 3 months out of 12. Here I learned how to make beautiful and compelling displays, customer care and service, do inventories and keep it nice and neat. I was also allowed to accompany the other managers to the Copenhagen Fashion fair and be part of the selection process for the new season.

### **1991-92**

#### Circle leader for senior citizens at Vuxenskolan

Held classes in beginner's English for senior citizens at a local evening school. I was elected a two-year term of President of Intercultural Exchange Club in south county of Sweden and later escorted a group of Nordic exchange students to Chicago with the organization ASSE.

### **1990-91**

#### Communication and Media basic course

Practiced the art of photography and learning basic design and copywriting where I was encouraged to pursue the latter after an intern at the information department at Tetra Pak in Lund, the first one to be allowed to do so since I also had worked at the intra post office.

#### Mail-deliverer and runner

Employed at Tetra Pak's main factory in Lund where I got to learn more about the whole history of the global company, be immersed into their organizational culture and develop a new more fitted design for women's uniforms.

### **1990**

#### Office assistant at Malmö Bildetaljer

Computerized all sales into their records and kept track of inventory while helping out at their store, warehouse and office. During this my first full time job, I also took my driver's license.

### **1988-89**

#### American High School Diploma

Exchange student at Ticonderoga High School for the senior year where I graduated with honors, held a speech at graduation day, became 2nd runner up at the Ticonderoga Jr Miss Pageant, sung in Spirit of Sound and was active in the Yearbook-staff.

### **1985-88**

#### Swedish High School Diploma

With classes in humanities including Latin. I worked extra as a runner and archive manager for a local Swedish newspaper where I had my first column and first article published about the work environment at school. I also was a caretaker on every other weekend for about 20

horses at our riding club.