

“Idègryta”

Three fellow students and I **founded the student-run advertising agency “Idègryta”** as part of our bachelor’s degree in Creative Marketing Communication.

The name reflects how we viewed the creative process: a pot filled with ideas, inspiration and collaboration, where our different strengths came together to create something new.

As the agency’s **Project Manager**, I helped structure our work, coordinate tasks and keep our smaller client projects moving forward. Together, we developed strategies, concepts and visual communication designed to connect with audiences in an **authentic and relevant way**. The experience taught me how to lead creative processes, collaborate closely with a team and turn ideas into clear, well-executed solutions.

