

Adelia Sommer

MULTIMEDIA DESIGNER

I specialize in content conceptualization and production, with a passion for crafting creative, visually captivating, and strategic communications that drive impactful business outcomes. I thrive in dynamic environments where I can grow alongside the company and contribute to its success.



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adeliasommer.com

PROFESSIONAL EXPERIENCE

VISUAL PRODUCTION SPECIALIST

NOVEMBER 2023 - FEBRUARY 2025

Nu Skin Scandinavia A/S (Beauty & Wellness)

- Product photography and videography.
- Tutorial/educational video production.
- Event photography and videography.
- Visual asset design such as logos, social media posts, printed materials, etc.
- Enhance the visual impact of educational & business presentations.
- Language localization of visual assets.

FREELANCE WEB & GRAPHIC DESIGNER

SEPTEMBER 2023 - PRESENT

Freelance visual projects for various fields, including beauty, lifestyle, kitchenware, sports, construction, etc. My work revolves around:

- Creating branding strategies.
- Designing web UX/UI.
- Creating Meta social media ads, both images and videos.
- Design printed assets, such as pamphlets and instructions.
- Photography and videography.

CREATIVE LEAD

JULY 2023 - OCTOBER 2023

Airofit A/S (Sports & Health Tech)

- Lead the company's visual branding strategy.
- Plan and execute paid content (Meta, Youtube).
- Plan and execute organic content (Meta, Youtube, TikTok).
- Photo and video production.
- UI design for website and app.
- Produce printed materials (packaging, banners, brochures, etc).
- Support B2B partners with visual assets.

PART-TIME CONTENT MANAGER

SEPTEMBER 2021 - JUNE 2023

Airofit A/S (Sports & Health Tech)

- Plan and execute paid content (Meta, Youtube).
- Plan and execute organic content (Meta, Youtube, TikTok).
- Write copy for paid and organic content.
- Photo and video production.
- UI design for website.
- Assist with designing print materials (packaging, banners, brochures, etc).

SOCIAL MEDIA COORDINATOR INTERN

JULY 2020 - AUGUST 2021

Airofit A/S (Sports & Health Tech)

- Plan, schedule, and execute social media content (Meta, Youtube).
- Plan and direct photoshoots with athletes/ambassadors.
- Plan and produce visual and audio-visual content for internal and external purposes.
- Assist with ambassador & influencer communications.
- Assist with e-mail marketing creation.

CONTENT WRITER & MEDIA RELATIONS INTERN

MARCH 2020 - MAY 2020

LifeBonder (Social App)

- Plan and write social media content.
- Assist with media relations.
- Assist with video production.

PART-TIME CONTENT WRITER

AUGUST 2019 - AUGUST 2021

JCK Enterprise (Branding Agency)

- Plan social media content for various brands (F&B, Fashion, Photography).
- Write social media content and its caption.

EDUCATION

MASTER OF ARTS IN COGNITION AND COMMUNICATION

2021-2023

University of Copenhagen

- Focuses on the relationship between human cognitive processes and media consumption.

ELECTIVE MASTER'S COURSES

2022

Copenhagen Business School

- Elective courses, specifically in Consumer Psychology and Neuromarketing.

BACHELOR OF COMMUNICATIONS

2016-2019

Airlangga University

- A wide range of specializations within the field of communications, focused mainly on media studies.

SKILLS

Adobe Creative Suite (Photoshop, Premiere Pro, After Effects, InDesign, Illustrator, Lightroom), Final Cut Pro, Figma, Webflow, Wix, Microsoft Office, Google Workspaces, Later, Jira, Notion, Monday.

LANGUAGES

English (Bilingual proficiency)
Danish (PD3)

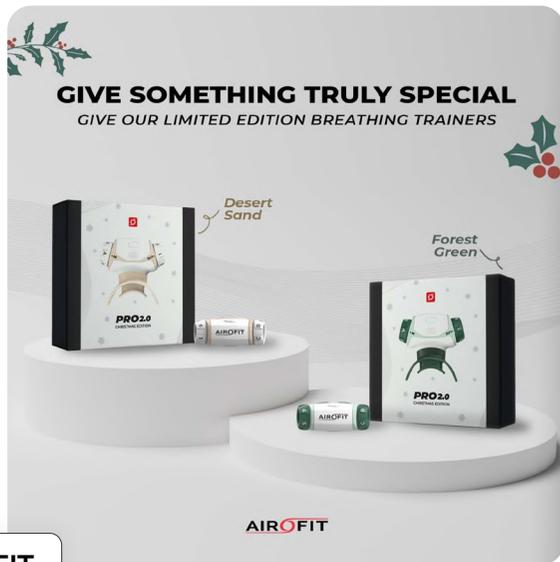
portfolio

adelia sommer

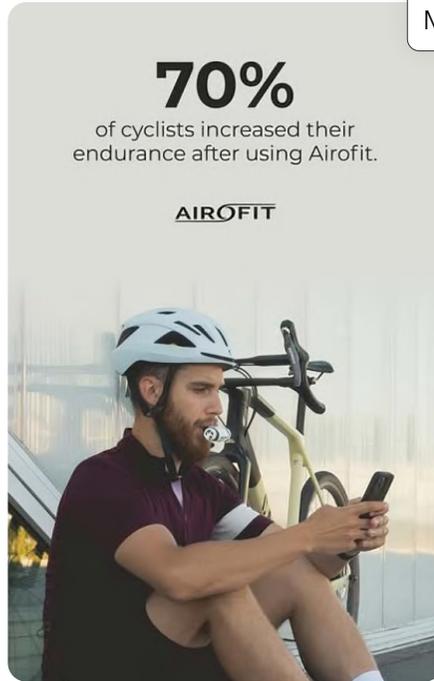
digital assets



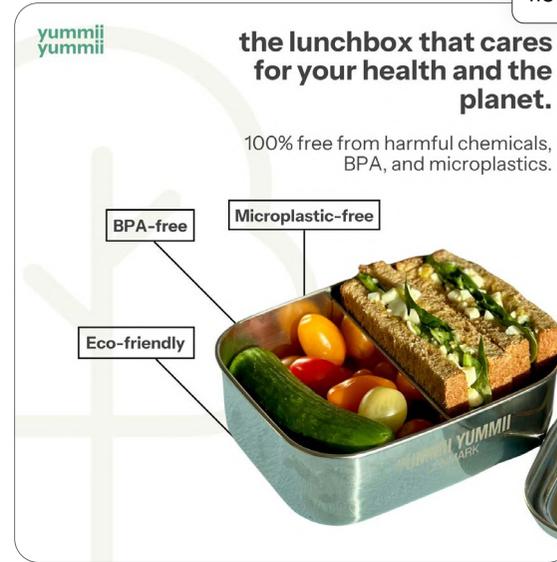
NU SKIN
B2B asset



AIROFIT
Meta ad



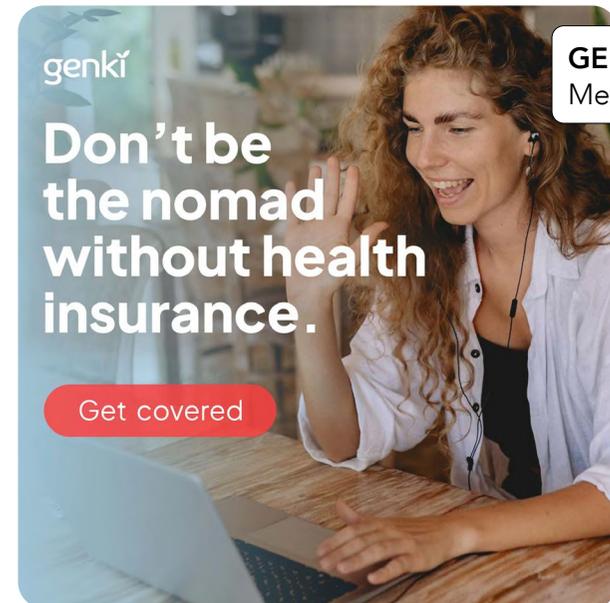
AIROFIT
Meta ad



YUMMII
Amazon listing



YUMMII
Amazon listing



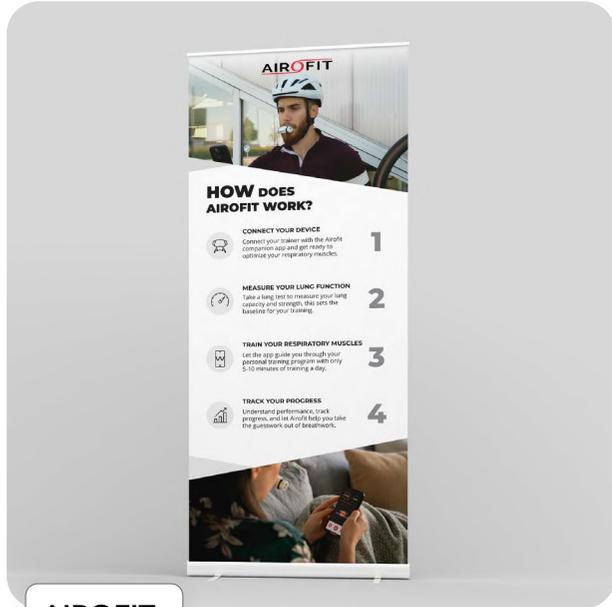
GENKI
Meta ad

prints

ATHLEE Magazine ad



EL-BYG Trifold brochure



AIROFIT Roll-up banner



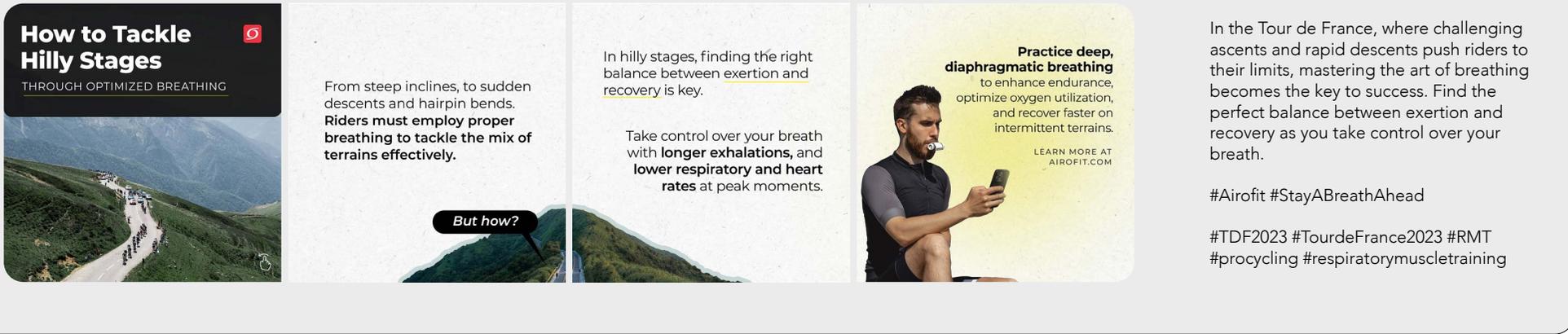
AIROFIT Trifold brochure



ATHLEE Bifold brochure

social media

AIROFIT
Instagram
post



How to Tackle Hilly Stages
THROUGH OPTIMIZED BREATHING

From steep inclines, to sudden descents and hairpin bends. **Riders must employ proper breathing to tackle the mix of terrains effectively.**

But how?

In hilly stages, finding the right balance between exertion and recovery is key.

Take control over your breath with **longer exhalations**, and **lower respiratory and heart rates** at peak moments.

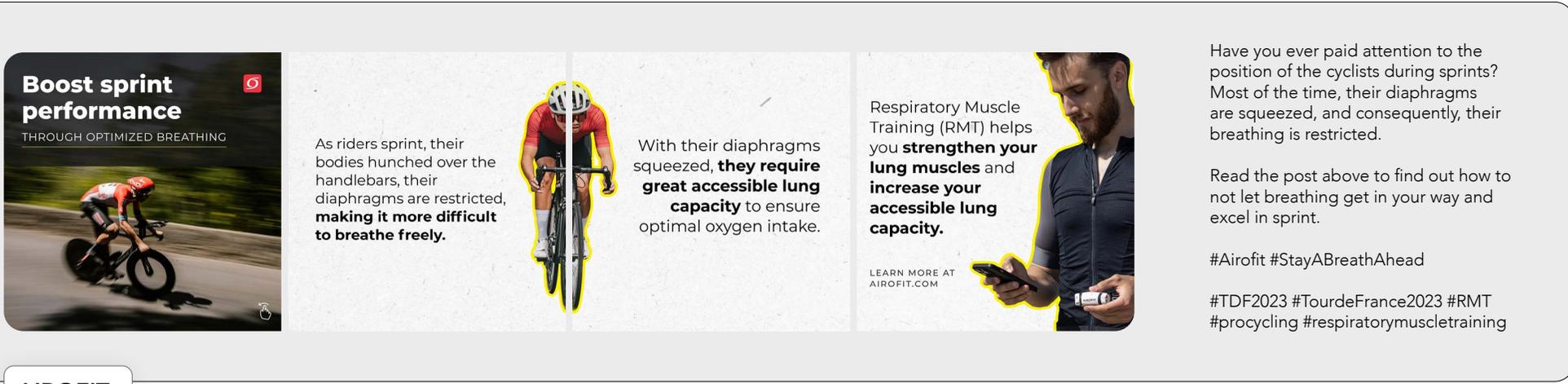
Practice deep, diaphragmatic breathing to enhance endurance, optimize oxygen utilization, and recover faster on intermittent terrains.

LEARN MORE AT [AIROFIT.COM](https://airofit.com)

In the Tour de France, where challenging ascents and rapid descents push riders to their limits, mastering the art of breathing becomes the key to success. Find the perfect balance between exertion and recovery as you take control over your breath.

#Airofit #StayABreathAhead

#TDF2023 #TourdeFrance2023 #RMT #procyling #respiratorymuscletraining



Boost sprint performance
THROUGH OPTIMIZED BREATHING

As riders sprint, their bodies hunched over the handlebars, their diaphragms are restricted, **making it more difficult to breathe freely.**

With their diaphragms squeezed, **they require great accessible lung capacity** to ensure optimal oxygen intake.

Respiratory Muscle Training (RMT) helps you **strengthen your lung muscles** and **increase your accessible lung capacity.**

LEARN MORE AT [AIROFIT.COM](https://airofit.com)

Have you ever paid attention to the position of the cyclists during sprints? Most of the time, their diaphragms are squeezed, and consequently, their breathing is restricted.

Read the post above to find out how to not let breathing get in your way and excel in sprint.

#Airofit #StayABreathAhead

#TDF2023 #TourdeFrance2023 #RMT #procyling #respiratorymuscletraining

AIROFIT
Instagram
post

presentations

R&D and Labs



NU SKIN

NU SKIN

Daily Food Habits

PATENTED PHARMANEX BIOPHOTONIC SCANNER



- Place your palm in front of the blue luminous strain.
- In a few seconds, discover your Carotenoid Score (Score SCS).
- You now have a reference to your daily food habits and diet.

NU SKIN

Our Labs

Five state-of-the-art labs used for the development and evaluation of Nu Skin products.



CHEMISTRY LAB



FORMULATION LAB



CLINICAL LAB



STABILITY LABS



MICROBIOLOGY LAB

NU SKIN

6S

Quality

NU SKIN

These are excerpts from a presentation on R&D and Labs for Nu Skin, created for a live event.

To view more presentations and their animations, [click here](#)

website

AIROFIT ABOUT BENEFITS BREATHING HUB SHOP

Become a stronger breather no matter your current state

Respiratory Muscle Training (RMT) or simply breath training, is a method used by professionals across healthcare, physiotherapy, and elite sports to increase the strength and health of all your lung relevant muscles.

The era of intelligent breath training

RMT has moved from expert clinics and treatment facilities to become a pocket sized 'gym for the lungs' accessible for anyone, anywhere.

In the new era of RMT live-in-app training and personalized breathing programs make it more simple, effective and fun to get better than ever no matter your goal.

Tested and tried by science, developed by experts

RMT was originally developed as an effective method to help people cope with conditions such as asthma, COPD, and bronchial disorders.

The method has long since proved equally efficient in helping healthy individuals, and elite athletes boost their physical performances, sharpen focus, and better their mental well-being.

Train your breathing muscle complex in 5-7 minutes

With simple inhale and exhale exercises through differing resistance levels, RMT trains your entire breathing machinery. Individual exercises and training regimens help you improve and fine-tune the weaknesses currently holding you back.

DIAPHRAGM

This dome shaped 'engine of respiration' is your primary breathing muscle and serves as an always working pump.

Alternately, it contracts and relaxes to 'pull' air in and out of the lungs by changing the pressure in your chest.

Why RMT can help you in weeks

Learn why Airofit is the most efficient and engaging way to get better and healthier.

[Why should I start training?](#)

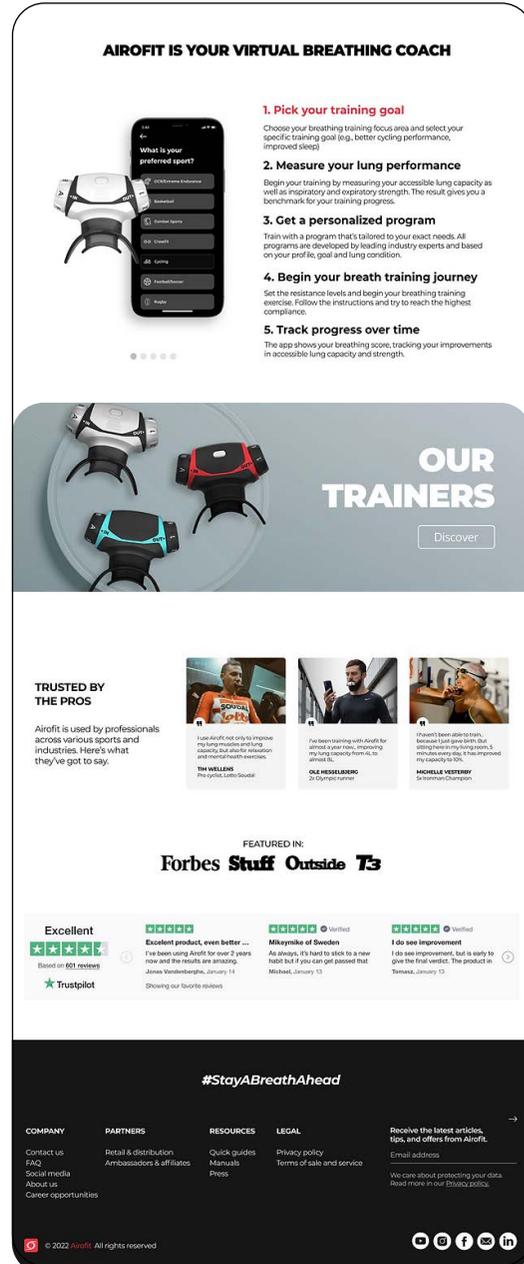
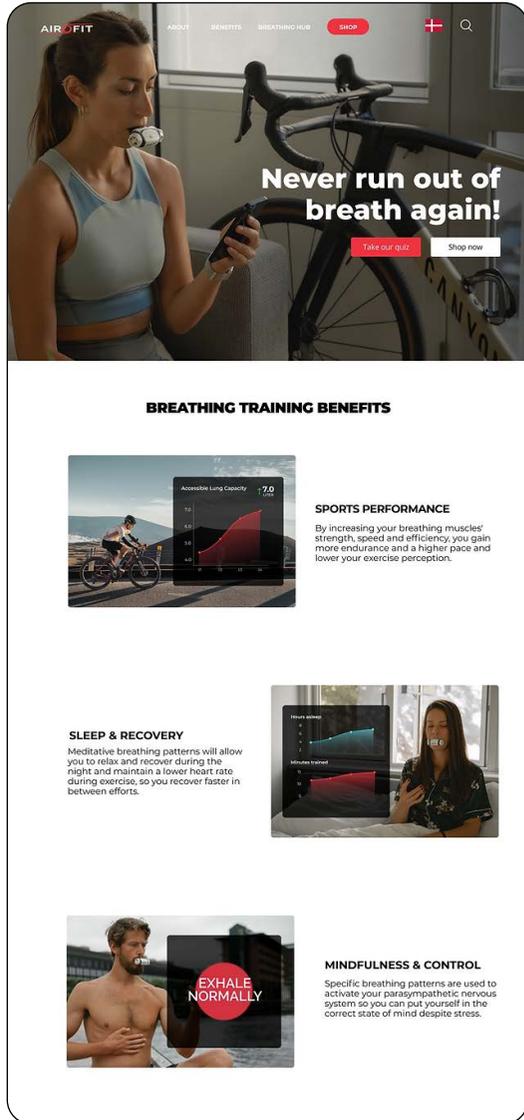
landing page design for airofit

Airofit is a sophisticated product and we need to be able to communicate what it is efficiently.

We created the "What is it?" page with the intention to introduce our visitors to respiratory muscle training that could be understood easily by their visitors (enhanced with the interactive "breathing anatomy" visual).

I contributed to this project by designing the layout and producing relevant content, such as photos and visual assets.

website

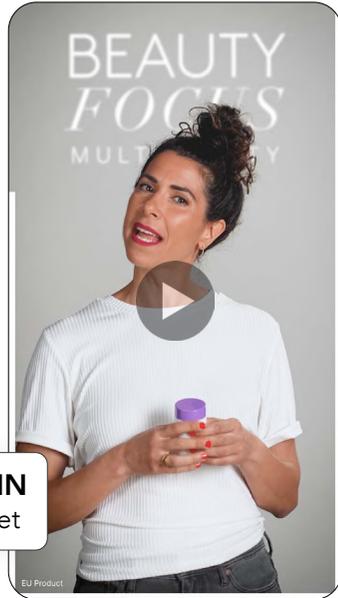


homepage design for airofit

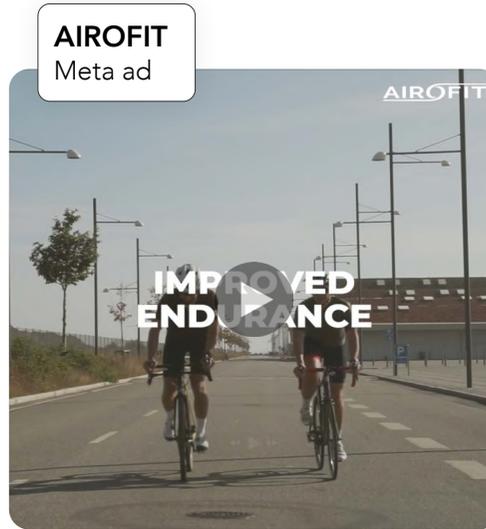
In this project, I had the opportunity to redesign the layout of Airofit's homepage and provide the content needed, such as photos and graphical assets.

The change resulted in a 57% increase in conversion rate in one month.

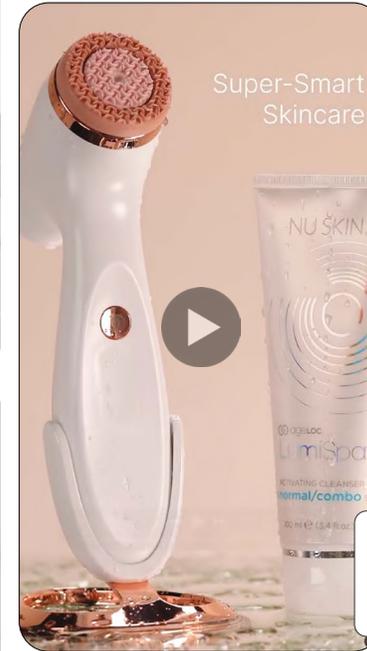
videography



NU SKIN
B2B asset



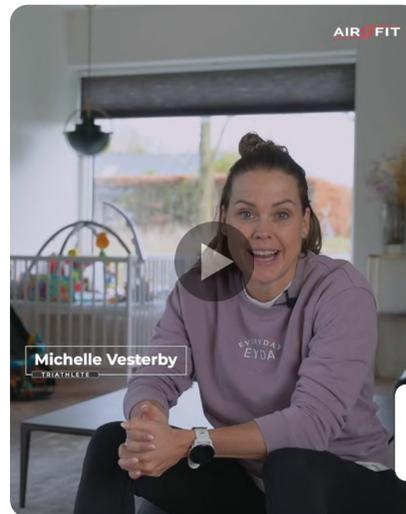
AIROFIT
Meta ad



NU SKIN
Instagram
reel



NU SKIN
Instagram
reel



AIROFIT
Meta ad

Click on the play button to watch.

Find more videos [here](#)

photography

AIROFIT



NU SKIN



AIROFIT



NU SKIN



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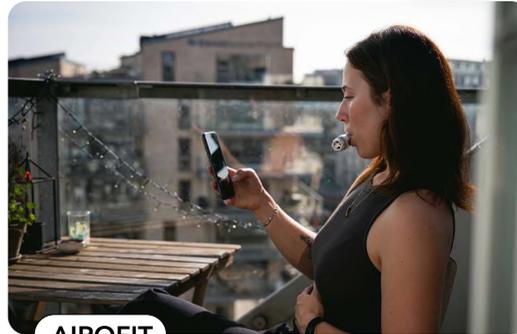
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**let's
collaborate**

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