

# BJÖRN ASPLUND

## MEDIA PRODUCER

### B IMPROVED AB

OWNER OF COMPANY  
APPROVED FOR F TAX  
VAT: 559090-0170

### CONTACT

+46 703 180 088

[bjorn@bjornseger.se](mailto:bjorn@bjornseger.se)



### PROFILE

Born in to sales, devopled in real estate and finished as media producer. Strongest features lies in sales, business development and project management. But also in movie producing, filming, editing, directing, content writing, social media and creating events.

### EXPERTIES



#### FILM PRODUCTION

8 YEARS OF CREATING FILM  
FROM IDEA TO FINISH PRODUCT.



#### PHOTOGRAPHY

4 YEARS OF PHOTOGRAPHY, EDIT AND DELIVERY.



#### SOCIAL MEDIA

8 YEARS OF SOCIAL MEDIA WORK.  
(FACEBOOK, INSTAGRAM, LINKEDIN,  
TIK TOK, YOUTUBE).



#### CONTENT

CREATIVE WRITING.  
EVERYTHING STARTS WITH A GOOD IDEA.



#### SALES

28 YEARS OF EXPERIENCE + A BROAD  
BUSINESS NETWORK.



#### PROJECT MANAGEMENT

15 YEARS OF EXPERIENCE.



#### BUSINESS DEVELOPMENT

8 YEARS OF BOARD MEMBER EXPERIENCE.  
AND BUSINESS DEVELOPMENT.



#### EVENT PRODUCER

IDEA, PLANNING AND CARRY OUT.

# BJÖRN ASPLUND

## MEDIA PRODUCER

### PROGRAM SKILLS



DAVINCHI RESOLVE



ADOBE LIGHTROOM



ADOBE PHOTOSHOP



MICROSOFT OFFICE



### EXPERIENCE

#### B IMPROVED AB MEDIA CONSULTANT

2021-  
FILM PRODUCER, PHOTOGRAPHER, CONTENT WRITER AND SOCIAL MEDIA  
PRODUCER FOR EXTERNAL CUSTOMERS.

#### ASPLUND REAL ESTATE REAL ESTATE DEVELOPER

2016-  
REAL ESTATE DEVELOPMENT OF MY OWN AND EXTERNALLY  
OWNED PROPERTY.

#### RE MEDIA GROUP PR FIRM OWNER

2018-2021  
PART OWNER IN PR FIRM. STAFF CHIEF, PROJECT MANAGER, MOVIE  
PRODUCER, CONTENT CREATOR, HEAD OF SALES, ETC.

#### HEMGÅRDEN AB REAL ESTATE MANAGER

2016-2018  
EXTERNAL REAL ESTATE MANAGER.

### ACHILLES HEEL

I am a very fast person, like a racecar. I think fast, talk fast and act fast. But sometimes, when a racecar is going really fast, it can be difficult to stop. It is an incredible strength to be fast, but also a weakness. Therefore I practice how to S.T.O.P (Stop, think, observe and plan..

### GEAR:



**HEAD PHOTO CAMERA**  
CANON 90D



**AERIAL CAMERA**  
DJI MAVIC AIR 2S



**WIRELESS MICROPHONES**

DEITY DUO RX



**BOOM MICROPHONE**  
SENNHEISER MKE600



**HEAD FILM CAMERA**

BLACKMAGIC 6K PRO  
+ ADDITIONAL LENSES



**ENDURANCE FILM/  
PHOTO CAMERA**

GOPRO HERO 11

**LIGHTS**

GODOX  
LED 500

