

CAMILLE NICOLE BRATTLI

Digital Marketing · Content and AI Production · Project and Communications

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PROFILE

Digital marketer and project coordinator who has run social channels and programmes end to end as a small team of one: strategy, content, paid campaigns, participant communication, reporting. Two years across a Norwegian NGO and freelance founder-led brands, on top of five years teaching English. I build my own AI workflows for content production and automation, so I can carry a full content calendar and a programme at the same time. English at native level, Norwegian at B1 and improving.

SELECTED RESULTS

- **Paid Meta recruitment campaign, Charge AS, 2024:** brief to reporting, four creatives tested, two cut on the numbers, spend reallocated. 80 signups, 40+ quality applications for 28 places.
- **LinkedIn growth, Charge AS, 2024 to 2025:** 1,500 to 2,000+ followers (33%) ahead of target with consistent, tested organic content.
- **Fremtiden youth programme, Charge AS, 2024:** co-designed and coordinated six workshops for 30+ students, 99% positive feedback.
- **Nordsur x Oslo Innovation Week, freelance, 2025:** one-month organic LinkedIn campaign on six weeks' notice; filled with a waitlist.
- **NERVE, AI-produced brand commercial, 2026:** scripted, storyboarded and produced a social-first campaign with Higgsfield, Seedance and CapCut. Case study: bycamillenicole.com/nerve
- **Blog-to-LinkedIn workflow, open source, 2026:** n8n and Claude, one post to three social drafts. github.com/camzymb/n8n-blog-to-linkedin

EXPERIENCE

Founder and Digital Marketing Consultant, BYCN.studios, Oslo

Mar 2024 to present

- Plan, produce and publish social content for founder-led brands: content calendars, copy, carousels, short-form video, scheduling and performance review across LinkedIn, Instagram and Meta.
- Source and onboard clients, define scope, manage briefs and keep clear communication through delivery, with Notion as the operational backbone.
- Write website copy and landing pages, run SEO and analytics as an ongoing publishing operation.
- Build AI and automation workflows (n8n, Claude, Claude Code) that cut manual work in research, drafting, editing and repurposing. Built and shipped this portfolio site and Charlie, an open-source AI desktop companion.
- Early user tester for PlentyLabs and botts.ai: produced short AI videos and a working AI agent during testing and shared workflow feedback with both teams.

Project and Social Media Manager, Charge AS (Norwegian NGO), Oslo

Jan 2024 to Jul 2025

- Owned content and social: strategy, calendar, copywriting, design, publishing and quarterly reporting.
- Ran a paid Meta campaign end to end (targeting, creative testing, budget reallocation, reporting) for the Changemaker incubator for immigrant founders.
- Co-ran HubSpot newsletters with a colleague: list building, segmentation, open-rate monitoring.
- Coordinated participant communication, materials and day-of logistics for the Fremtiden youth programme; ran participant surveys, gathered teacher and stakeholder feedback and wrote the programme report.
- Assisted with hybrid Changemaker sessions (in person with live stream) and created and localised the Norway partner database for BSR Go-Abroad.

Cultural Exchange Programmes, Netherlands and Norway

2020 to 2023

- Year-long exchange in the Netherlands with Dutch language study, followed by Norway.
- Vice President of Public Relations, The Hague University Toastmasters Club (about seven months, 2020): ran the club's social media and organic promotion that grew meeting attendance.

Educator and Curriculum Developer, Diliman Preparatory School (Quezon City) and Plearnpattana School (Bangkok)

2015 to 2020

- Designed syllabi and course content for English, linguistics and academic writing at primary and tertiary level.
- Adapted teaching for multilingual learners and contributed to a new English curriculum. The reason my copy is clear and keeps a human voice even when AI does the first draft.

EDUCATION AND CERTIFICATIONS

- Digital Marketing Tools and AI (MRK 3430), BI Norwegian Business School, evening course, Aug 2026 to present
- Google Digital Marketing & E-commerce Certificate and Google Project Management Certificate, Coursera, in progress 2026
- Bachelor of Secondary Education, major in English, New Era University, Philippines (2010 to 2015). Assessed by HK-dir as equivalent to two years of Norwegian higher education.

SKILLS AND TOOLS

Marketing: content strategy and calendars, copywriting, carousels, short-form video, community management, organic growth on LinkedIn and Meta, Meta Ads (targeting, creative testing, budget reallocation), Google Analytics, SEO and AI search optimisation, HubSpot newsletters

Project and communications: programme coordination, participant communication, event logistics, stakeholder feedback and surveys, programme reporting, training materials, internal documentation for non-technical audiences

AI and automation: n8n, Claude and Claude Code, ChatGPT, Gemini, prompt engineering, LLM APIs, Git and GitHub, AI video (Higgsfield, Seedance)

Production and tools: Canva, CapCut, Sony a6700, Notion, Slack, Google Workspace, WordPress, Meta Business Suite

LANGUAGES

English (native level) · Filipino (native) · Norwegian (B1, actively improving) · Dutch (basic) · Thai (basic)