

# CV



n. Ariell Rosenblad Crayton  
b. 1986  
p. +1 424 299 9854  
m. [ariell@ariell.no](mailto:ariell@ariell.no)  
w. [arielleivate.com](http://arielleivate.com)

## MAIN QUALIFICATIONS



- Worked 3,5 years as Art Director in D10 advertising agency, Norway
- Bachelor of Design from Griffith University, Brisbane Australia.
- Additional education in advertising, communication, media, film & TV production
- Worked freelance as graphic designer / web designer / photographer 4 years.
- Founder of own company. Norwegian AS: Little Miss Flex, Fitness site & apparel for girls.
- Editor in chief at <http://littlemissflex.com/no/se/dk>
- ACE Certified Personal Trainer - Hired Master trainer at 24 Hour Fitness

## PROJECT AND WORKING EXPERIENCE

### D10 - ADVERTISING AGENCY NORWAY

---

December 2011 - April 2015. 100% position as Art director. This position entailed taking on projects for clients from idea creation all the way through to final execution and the production of files for both digital and printed ads and campaigns. Clients varied from small local clients to larger national clients. Projects often also involved marketing strategy and client meetings.

### COMPANY FOUNDING (LITTLE MISS FLEX) & FREELANCE WORK

---

I have been doing freelance assignments for various clients next to studies and other employments since 2009. In these projects I complete almost every aspect of the projects myself. This might be idea development, design, planning of media platforms and timing, strategy, photography, film, animation and web design/solutions. I also sometimes do projects in cooperations with other media providers and have through these projects gained experience in leadership and project managements. Through my site (Little Miss Flex) I have also gained experience in writing and editing articles. Journalism, interviewing and managing several writers.

# CV



n. Ariell Rosenblad Crayton  
b. 1986  
p. +1 424 299 9854  
m. [ariell@ariell.no](mailto:ariell@ariell.no)  
w. [arielleuate.com](http://arielleuate.com)

## PROJECT AND WORKING EXPERIENCE

### PERSONAL TRAINING & FITNESS

---

**I hold a certification as a personal trainer from ACE (American Council on Exercise) and I have experience in the field of fitness athlete coaching and nutrition:**

- Master Trainer at 24 Hour Fitness at Santa Monica Super Sport Nov 2017 - Until present.
- Long experience in 1-1 personal training sessions with persons on different fitness levels.
- Creation of training programs, and customizing of individual training programmes.
- Creation of diets for both highly trained fitness athletes and lifestyle clients.
- Diet prep and training program for national champion bikini athletes and mens physique athletes.

### ADDITIONAL WORKING EXPERIENCE

---

**I addition to studies and during summer holidays I had various different job positions as well.**

**A short list of different jobs positions I held from 2007- 2011:**

- Part time/ full time employee / seller in jewellery, book- and shoe store.
- Full time hotel maid.
- Part time waitress at luxury sea food restaurant.
- Swimming instructor for young children and babies.
- Child care (in school day care).

# CV



n. Ariell Rosenblad Crayton  
b. 1986  
p. +1 424 299 9854  
m. [ariell@ariell.no](mailto:ariell@ariell.no)  
w. [arielleivate.com](http://arielleivate.com)

## EDUCATION

YEAR	SCHOOL	MAJOR/SPECIALISATION
2016 - 2018	Santa Monica College	Athletic Coaching/Business/ photography
2010 - 2011	Griffith University, Australia	Bachelor of design
2007 - 2009	Norges Kreative Fagskole	Advertising/ Brand communicator
2006 - 2007	Noroff Instituttet	Film and TV production
2004 - 2005	Laksevåg Videregående skole	Upper secondary Diploma achieved
2001 - 2004	Årstad Videregående skole	Media and communications

## SOFTWARE SKILLS

Photoshop  
Light Room  
Illustrator  
InDesign  
Dreamweaver  
Word Press /  
publishing/HTML  
After Effects  
Premiere  
Final cut Pro  
Flash  
Acrobat Pro  
Microsoft office/  
Iwork.  
Type Tool 3

I have used Photoshop, Illustrator and InDesign for at least five days a week since 2007 and master these applications very well. Photoshop is my strongest skill. I took a class in LightRoom this year so I have depended my knowledge of photo manipulation and acquired knowledge about how to best achieve great results when printing photos on various paper.

I have used Premiere pro, After Effects and Final cut for various projects and master them well for small productions.

I have good knowledge about HTML, CSS and WordPress site creation and publishing. I have designed and published closer to 25+ different websites for clients.

I Have also created animations and simple banners in Flash but have started doing most banners with HTML 5 in Google Web Designer.

# CV



n. Ariell Rosenblad Crayton  
b. 1986  
p. +1 424 299 9854  
m. [ariell@ariell.no](mailto:ariell@ariell.no)  
w. [arielleivate.com](http://arielleivate.com)

## LANGUAGES

Norwegian	Native language, Perfectly fluent, spoken and written.
English	Perfectly fluent both spoken and written. Second language.
French	3 years elective course in High school with good grades.

I also understand Swedish and Danish. Know few sentences in Italian, and Japanese.

## LICENCES & CERTIFICATES

Ace Certified Personal Trainer	Valid through May 2019
Adult and Pediatric First Aid/CPR/	Valid through May 2019
Californian Drivers license	Class C
Norwegian Drivers license	Class B

## COURSES

YEAR	COURSE
2008	Store "in case of robbery" course
2008	Customer service course
2007	Instructor course for swimming
2007	CPR and life guard rescue course

# CV



n. Ariell Rosenblad Crayton  
b. 1986  
p. +1 424 299 9854  
m. [ariell@ariell.no](mailto:ariell@ariell.no)  
w. [arielleivate.com](http://arielleivate.com)

## LITTLE MISS FLEX

---

After winning the title of Nordic Champion 2014 in the fitness and bodybuilding category women's physique I decided to combine my two passions; design and fitness by creating and launching the fitness website: [littlemissflex.com](http://littlemissflex.com). Little Miss Flex is available in four different languages; Norwegian, Swedish, Danish and English in these respective domains.

<http://littlemissflex.no>

<http://littlemissflex.se>

<http://littlemissflex.dk>

<http://littlemissflex.com>

### **About the sites**

The Little Miss Flex Sites has as their goal to inspire motivate and educate and entertain women about training, diets, nutrition and beauty. The target group are women in the ages 16-35 with an interest for fitness, exercise, a healthy lifestyle, beauty and wellbeing. Our vision is to deliver articles and content to this target group that is highly interesting in a language that is approachable and inviting about topics that are trending and relevant.

### **About me**

I have taken multiple overall titles in large international fitness competitions the most recent one the John Lindsay's Fit World Championship in Los Angeles. I am also a previous swimmer at a high national level. These accomplishments helps me reach an audience and key people in matters that are sports related. I also have education in exercise physiology, photography, Advanced weight-lifting, Nutrition, Sports psychology, Journalism, marketing and acting.