

Thorkild Stray

Monrads gate 17D, 0564, Oslo

Born: 22. December 1996

About me

Communications and marketing professional with experience working at the intersection of technology, sustainability and industry transformation. As Communications Manager at buildingSMART Norway, I work both strategically and operationally with translating complex technical topics into clear and engaging communication for different audiences. I have broad experience across content creation, PR, websites, social media, brand development, visual communication and industry events, and particularly enjoy working closely with technical experts to turn specialist knowledge into credible and accessible stories.

Education

2019 – 2020 Heriot-Watt University, Skottland

MSc - Master of Science in "International Marketing with Consumer Psychology" with distinction.

2018 – 2019 Universitetet i Oslo, Norge

Course in Classical Rhetoric

2015 – 2018 Westerdals Oslo ACT, Norge

BA - Bachelor's Degree in Strategy and Public Relations

2012 - 2015 Hartvig Nissen videregående skole

General Studies, with Drama as an elective

Experience

Februar. 2022 - Communications Manager, buildingSMART Norge

Overall responsibility for the organisation's communications and marketing, with a focus on digitalisation, technology and sustainable transformation within the construction and real estate industry. Responsible for both strategic communication planning and hands-on execution across websites, social media, newsletters, press releases, articles, presentations, visual communication and brand management.

A key part of the role is working with technical experts and industry stakeholders to translate complex subject matter into clear, relevant and engaging communication for different audiences. Also responsible for the communication, marketing and coordination of major industry conferences, webinars and professional events, managing activities from concept and visual identity to content production, stakeholder coordination and execution.

Juli. 2021 – Februar. 2022 Marketing coordinator, buildingSMART Norge

Coordinated and produced communications for members and the wider industry, including conferences, newsletters, press releases and social media content. Developed a strong understanding of member needs and how the organisation creates value for its members.

Mars. 2019 – Sept. 2019 Brand ambassador, We Are Live

Represented brands on behalf of the event and advertising agency We Are Live. Much of the work involved assisting project managers with the preparation and execution of various events.

Jan. 2018– Mars 2018 Intern, Munchmuseet

Worked on the opening of the exhibition "Closed Eyes: Gauguin and Munch". Responsibilities were primarily related to press and media activities, as well as managing and publishing content across the Munch Museum's social media channels.

Jan. 2017 – Mars 2017 Intern, Forlaget Oktober

Produced press releases for various events and book launches.

Other

Language

Norwegian - Native proficiency, excellent written and spoken

English - Professional proficiency, excellent written and spoken

Software

God erfaring med: Illustrator, Indesign, Photoshop, Premiere Pro, Davinci Resolve, Blender, Wordpress, Squarespace, Framer, Office pakken, Mailchimp, Monday, HubSpot, Visual Studio Code, Claude Code, GitHub.

Interests

Cooking, 3D modelling and design, disc golf, whisky tasting and strength training.