

ELTON GUTOCH

About

Hello! I'm Elton, a multidisciplinary creative—and former content strategist—who is now focused on digital production. Let's chat?

Contact

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elton.work

linkedin.com/in/eltongutoch

Education

Digital Media Creative (Full-time Diploma)

Hyper Island

Stockholm, Sweden

Class of 2022

Bachelor of Social Communication (Advertising)

Midwestern State University (Unicentro - PR)

Guarapuava, Brazil

Class of 2013

General English (CEFR: C2 Proficiency)

Dorset College Dublin

Dublin, Ireland

Jan - Jul 2018

Latest work experience

Producer, Marketing @ Toca Boca

tocaboca.com

Stockholm, Sweden

Feb 2023 - Present · Full-time

Producer heading up Toca Boca's in-house creative hub. I work closely with a creative director and a broad set of marketing, product, and business stakeholders to manage a team of ~10 multidisciplinary creatives (graphic designers, animators, copywriters, art director) responsible for the strategic planning and production of all marketing assets and campaigns that support product releases, branding, storytelling, and user acquisition across all of Toca Boca's IPs.

Producer, Brand & Storytelling @ Toca Boca

tocaboca.com

Stockholm, Sweden

May 2022 - Feb 2023 · Contract

Producer leading multiple branding & storytelling projects to expand Toca Boca's brand experience and touch points.

Producer, Franchise Development @ Toca Boca

doconomy.com

Stockholm, Sweden

Nov 2021 - May 2022 · Internship

Producer for the team working to make Toca Life an evergreen franchise and immersive brand universe for kids all over the world. Responsible for storytelling, entertainment, and 3rd-party-collaboration projects with partners such as H&M and Sanrio Inc. to create new experiences and brand touch points that allow kids to pass the love for Toca Life over to the next generations of players.

Editor & Writer @ Spotify

spotify.design

Stockholm, Sweden

Sep 2019 - Aug 2020 · Contract

In partnership with the Design Ops team, I was responsible for writing and editing stories for Spotify's design blog, and for helping raise their designers' profiles within the design community. On the backstage, I also created new content templates that helped make the writing process easier, set up a new filing system that reorganised and re-catalogued Spotify.Design's content library, and supported several workstreams on the blog's redesign project.

Content Strategist @ E-Dublin

www.e-dublin.com.br

Dublin, Ireland

Jul 2018 - May 2019 · Contract

On the project that redesigned E-Dublin's website, partnering with UX designers and web developers, I was responsible for planning and executing a new geolocation-based content strategy crafted to solve both navigation, retention, and conversion issues by providing users with a richer and more relevant experience. The implemented strategy optimised the creation process for E-Dublin's content team.

To see previous roles, please
visit my profile on [LinkedIn](#).