

Hi IB students,

My name is Lisa Nordlund, I went to Torsbergsgymnasiet and the IB program between 2006-2009. I was born and raised in the area (the tiny village of Arbrå to be exact), currently living in Stockholm since a few years back.

I made the decision to apply to IB quite early on, simply because there was no other school that interested me. I went to presentations at Torsbergsgymnasiet as the application period began, visiting a few different classes from other schools as well, but nothing seemed interesting and suitable for me as a student - until I went to an IB presentation. The IB presentation stood out among all the other talks I'd heard, I was a lot more curious in what the IB had to offer than the other schools.

Today, I'm very happy with my choice. Studying at IB was hard at times, especially as I had a bunch of other interests and assignments outside school, but overall, IB brought me a lot of experience. Among many things, my IB Diploma made me a better student, teaching me to organize my studies to be as effective and learn as much as possible. It taught me both the perks of working alone and the value of team work. As clichéd as it may sound, I believe that studying at IB made me stronger as a young kid. And, equally important: gave me a bunch of great, talented, fun, kind and simply awesome friends.

I haven't studied anything after IB, apart from a few months in language school in Spain. This might seem a bit strange considering that IB is a great way to start your higher level education and there's no specific reason for why I haven't made a comeback to school yet, I've simply just taken another road.

I've always been interested in working with fashion and in the beginning of 2011, I started an internship at the marketing and PR department of a Swedish fashion brand. Following my internship, I started working at *Jung Relations*, a Stockholm based PR agency. Soon, I've been at *Jung* for three years. Today, I work with twelve fashion brands as a showroom coordinator and PR adviser, being the middle hand between "my" brands and the media. My job includes a lot of things. It's a very social role where my relations to journalists and stylists are highly important, as well as knowledge about the brand(s), current trends in media and the business. It includes both strategic work and administrative duties. We're a very large agency, highly acclaimed internationally with several prestigious awards and clients on our resumé, the showroom is a part of the agency as a whole. Post-IB education is great, but it's not the only way to move forward.

IB people - it's going to be difficult and stressful many times during your journey towards the diploma, but don't give up! The hard work will pay off sooner or later.

Thanks for reading my story.

*Lisa*

