

David Struck

Digital designer | CRM Coordinator

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[struckstock](#) 

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I'm a creative and quick-moving digital designer who works hands-on across graphic design, photography, and CRM within a tight, collaborative marketing team. I'm drawn to bold contrasts and airy compositions, but I love exploring new brand identities and graphic profiles. I'm constantly developing my skills and always put in the work needed to deliver at a high level.

Experience

Digital Designer & CRM Coordinator

MakeWebo AB | March 2021 – Present

Design & Content

- Produce visual materials for more than 20 e-commerce brands: campaigns, banners, newsletters, and social content.
- Create print assets such as posters, flyers, and billboards.
- Develop responsive HTML ads for programmatic advertising.
- Collaborate closely with the CRM team on campaign planning and content strategy.
- Photograph product content for The Shirt Factory, Salt Labs, and several other brands within the group.
- Build templates and production routines that significantly reduced lead times.
- Design conversion-optimized landing pages with clear structure and CTA-driven flows.

CRM

- Build complete Klaviyo flows: welcome series, abandoned cart, re fill, sunset, and more.
- Design email templates with consistent branding and strong visual hierarchy.
- Work with segmentation, popups, triggers, and data-driven campaigns.
- Conduct A/B tests on copy, subject lines, and layout to improve engagement and conversions.

Robot Operator & Forklift Driver

Arla Foods, Götene – 2020 – 2021

- Oversaw and serviced machinery and production flow.
- Responsible for forklift operation, logistics, and quality assurance.

Ski Instructor (Anwärter Level 1)

Schneesportschule Bad Gastein, Austria – 2019 – 2020

- Taught international groups and private clients in alpine technique and safety.

Technical Skills

- Design
- Adobe Photoshop
- Lightroom
- Adobe InDesign
- DaVinci Resolve
- Premiere Pro
- Figma
- After Effects
- Illustrator
- HTML, CSS & Java

Education

Photography – 15 hp
Göteborgs University

Digital Image Processing – 7.5 hp
Linnéuniversitetet

After Effects – 7.5 hp
Jönköping University

Teknikprogrammet – Designinriktning
De la Gardie Gymnasium | 2015–2018

Languages

- Engelska, advanced (C1)
- Tyska, grundläggande (A2)

Licenses

- Driver's License B
- Forklift License B1

Other Tools

- Magento 2 • Jira • Trello • SEO basics • Google Workspace
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