

FELIX C. A. OLSSON

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Enterprise Systems & Service Design student (Stockholm University, grad 2028) with 9 years in B2B/B2C sales and hands-on CRM/CDP work (Voyado). Experienced in requirements gathering, segmentation/campaign setup, and CSV data import/cleanup. Seeking an entry-level role where I can bridge business needs and system delivery.

Education

Bachelor's Program in Enterprise Systems & Service Design - Stockholm Universitet
(2025 - Expected Graduation 2028)

Experience

Store Salesperson - Happy Homes Värmdö (2021-2025)

Voyado super user: built segments and configured campaigns; sent a monthly newsletter to ~10,000 customers (4 stores); ensured data integrity and targeting accuracy.

Standardized CSV templates + validation for imports/exports (hundreds of articles per batch) across 4 stores.

Managed B2B/B2C client projects end-to-end (requirements → delivery), incl. material cost calculations from drawings or images (~2–5/day, seasonal).

Back-office operations incl. staff scheduling and admin routines.

Sales Representative - IT & Telecom - Elgiganten Värmdö (2019-2021)

Shared responsibility for visual merchandising and campaign purchasing (Computers). Delivered 1st-line technical support, troubleshooting software and hardware to resolve customer user issues.

Health Food Store Salesperson - Life Sickla/Orminge (2016-2019)

Responsible for specialized sales (Health & Skincare).

Gained practical experience with operational business processes, including purchasing, inventory management, and assortment planning.

Skills

Business Systems: Voyado (CRM/CDP), Pyramid Business Studio (ERP)

Data Management: Data Import/Export, Cleaning, and Transformation (CSV)

Technologies & Tools: Canva, Microsoft 365, Davinci Resolve, Antigravity (IDE), Gemini CLI, Codex CLI

Digital Creation & Social Media: Experience in content production and platform management (Facebook, Instagram, TikTok, YouTube, Pinterest)

Programming: Java (intermediate), Python (intermediate)

Languages: Swedish (Native), English (Fluent)