

CLARA LUND

DESIGN & MARKETING



Hej!

Danish Content Designer and Digital Marketer with 4+ years of experience working with hardware and Saas. Recognized for driving user growth and revenue through strategic content campaigns, email marketing and online advertising.

Proficient in crafting user-centric copy, project management, and collaborative teamwork. Achieved a 71% increase in company MRR through organic marketing and content creation. With experience in art direction and creative guidance, adept at articulating clear strategies and executing effective marketing plans.

Experience

2020 - | Marketing Senior/Content Creator - Freedrum Studio AB

- Developed and implemented a marketing strategy with limited resources, primarily using organic marketing tools, increasing the company's MRR by 71% in 2023.
- Drove traffic mainly through organic marketing, specifically focusing on email campaigns, resulting in a 61.4% increase in software subscribers from July to December 2023.
- Planned and executed video campaigns from strategy to finished product avoiding the need to bring in large amount of freelance work.
- Took part in negotiating collaboration with Amazon, spanning Amazon USA, UK, and Europe, which significantly boosted subscriber numbers.
- Executed a hardware sales campaign over 10 days, contributing to 13.69% of total revenue during 2021 using mainly organic marketing.
- Achieved 24.34% increase in MRR with a limited budget and limited resources in 2024.
- Owned email content design from 2021 onwards, crafting engaging experiences across Mailchimp and hand-coded HTML/CSS for increased user engagement making email marketing the company's biggest source of subscribers.
- Owned and executed social media design strategy from 2022, driving content creation and execution across all platforms.

2022 - | Founder - qlara-studio

- Led all marketing efforts, including social media and content creation, for Ruths Malmö, a prominent restaurant in Sweden. Achieved a 98.84% increase in the restaurant's social media following from 2020 to 2022.
- Contributed to a 44% increase in total sales for a client from 2020 to 2021 and a 32.6% increase from 2021 to 2022.
- Photographed and edited work for clients, resulting in publications in Vogue Poland and Danish Berlingske Tidende.

Education

2020 - 2023 | Bachelor degree: Media Production & Process Design Malmö University Sweden

- Bachelor's Thesis: "Creativity in an age of AI" (2023, Malmö University, Sweden). Thesis recognized by course lecturer Hassan Taheer as a valuable resource for his class on the future of digital marketing.

Skills

- Email marketing
- Social Media Marketing
- Marketing Strategy
- Sales & Marketing within SaaS
- Graphic Design
- Digital Marketing
- SEO
- SEO with AI tools
- HTML
- CSS
- Javascript
- Webdesign
- Content Creation
- Photography
- Videography
- Copywriting
- Communication
- Time pressure
- Big Picture Thinking

Softwares

- Ai
- Ps
- Pr
- Id
- XD
- Ae
- Figma
- MailChimp
- Meta
- Google Analytics
- Microsoft Workspace
- Google Workspace
- Jira
- ChatGPT
- Dall·e
- Midjourney
- Visual Studio Code
- GitHub
- Wordpress
- Shopify
- Stripe
- Hotjar

Contact

+46763145981 (SE)

+61452125315 (AUS)

claramarielund@gmail.com

www.linkedin.com/in/clara-marie-lund

https://www.instagram.com/qlara_studio/

