

# FELIX OLSSON

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Enterprise Systems & Service Design student at Stockholm University (expected 2028) with 9 years of customer-facing experience and hands-on CRM/CDP work in Voyado. At Happy Homes, I ran newsletter campaigns end to end and worked with segmentation and structured CSV imports and cleanup to improve targeting and data quality. I also supported Pyramid Business Studio as an in-store key user and first-line contact across 4 stores. I'm looking to move into the IT industry in an entry-level role where I can grow in system delivery, support, and automation.

## Education

**Bachelor's Program in Enterprise Systems & Service Design** - Stockholm University (2025–2028, expected)

**High School Diploma, Natural Science Program** - Sjölin's Gymnasium, 2010–2013

## Experience

### Store Salesperson - Happy Homes Värmdö (2021-2025)

- Owned end-to-end newsletter campaigns: planned campaigns, produced marketing material, wrote and built the email in Voyado, aligned with manager approval, and executed sends.
- Served as first-line support for Pyramid Business Studio in-store (4 stores): followed support guidance, applied known fixes for recurring issues, and documented/raised cases when problems persisted.
- Built Voyado segments and campaign setups to improve targeting and consistency.
- Standardized CSV templates and validation checks for import/export batches (hundreds of items per run across 4 stores).
- Coordinated B2B/B2C orders end-to-end (requirements → delivery), including material cost calculations from drawings/images (2–5/day in peak season).
- Supported back-office routines (scheduling, admin).

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

- Supported visual merchandising and campaign purchasing for the Computers department.
- Delivered 1st-line technical support (hardware/software troubleshooting) to resolve customer issues.

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

- Responsible for specialized sales in health and skincare, with a strong focus on customer guidance.
- Supported operational routines: purchasing, inventory management, and assortment planning.
- Helped keep product information and in-store messaging accurate and consistent.

## Skills

- CRM/CDP: Voyado (segmentation, campaigns, data operations)
- ERP: Pyramid Business Studio (key user / first-line support)
- Data: CSV import/export, validation, cleanup, transformation
- Tools: Excel / Microsoft 365, basic reporting, documentation
- Programming: Python, Java, SQL
- Version control: Git
- AI-assisted development: Gemini CLI, Codex CLI, Antigravity (used to speed up build/test cycles; results verified with tests and review)