

# WILMA HARRYSSON

DIGITAL MARKETING MANAGER STUDENT



L  
I  
A  
1

## ABOUT ME

Solution-oriented marketing student with a background in fashion design, seeking a *Marketing Internship between March 31st – June 6th*. Well versed in Adobe- & Microsoft suites as well as time management. Favorite areas include storytelling, brand building, trend research, copywriting, graphic design, communication & analyzing.

## SKILLS



## EDUCATION

- Medieinstitutet, *Malmö* 09/2024 – 12/2025  
- **DIGITAL MARKETING MANAGER**  
Higher Vocational Education Diploma
- Nordiska Textilakademin, *Borås* 09/2020 – 06/2022  
- **INTERNATIONAL FASHION DESIGNER**  
Advanced Higher Vocational Education Diploma

## COURSES

- SEO/SEM
- CONTENT MARKETING
- PAID MARKETING
- HTML/CSS
- INFLUENCER MARKETING
- SoMe

## WORK EXPERIENCE

- **Salesperson + Cashier**  
AKADEMIBOKHANDELN, *Malmö*  
11/2024 – present  
Implementing positive customer service skills during high pressure seasons. + Managing the cash register.
- **Café Staff**  
ASARUMS BANGOLFKLUBB, *Asarum*  
06/2020 – 12/2023  
Streamlined the workflow in a Minigolf facility's café. + Spokesperson in local sports media as a professional Adventure Golf player to promote the opening of a new outdoor course.
- **Fashion Design Intern**  
NA-KD, *Göteborg*  
01/2022 – 06/2022  
Designed & assisted a diverse Influencer Collaboration caseload, 17 collections. Trend research included.

## ACCOMPLISHMENTS

- 2x Gold Medalist - World Adventure Golf Masters, 2023 & 2024
- Swedish National Team Player - Minigolf, since 2016
- Built a portfolio website with WordPress

## LANGUAGES

- Swedish ●●●●●  
English ●●●●○

