

# Carolyn Ekvall

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## Graphic Designer & Video Editor - Passionate About Making a Difference

Hey there! I'm an enthusiastic designer fluent in Swedish, English, and Portuguese, with a deep passion for personal growth and making a meaningful impact through my work. My design journey began in 2016 when I graduated with a Bachelor's degree in Design from the Regional University of Blumenau (FURB). Since then, I've specialized in diverse graphic projects, from cool sportswear designs to impactful marketing and social media strategies.

My recent role as the lead designer at Sport Company had me overseeing a fantastic team and crafting eye-catching designs. Additionally, as the founder of "Ekvall Design" in Brazil, I managed social media and design for various clients, always striving to exceed their expectations and make their dreams come true. I didn't just wait for clients to come to me—I actively sought out new collaborations and ensured lasting relationships by delivering top-notch results.

### Why I Design:

For me, turning ideas into reality is more than just a job; it's my calling. I thrive on challenges, continuous learning, and improving processes. Problem-solving is my forte—identifying root causes and creating effective solutions. I'm passionate about being part of a team that shares a mission to inspire and uplift others.

### My Design World:

Graphic design is my home base, but my expertise spans social media, video editing, marketing, web design and business. I pride myself on versatility and staying ahead of trends, always with an eye on future innovations like artificial intelligence. My goal is to create designs that not only impress but also make a genuine difference in people's lives.

### My Skills:

I'm a design all-rounder, adept in both digital and print media. From social media and website banners to fabric and paper, I cover it all. I'm a quick learner and ready to tackle new challenges. Listening closely to clients allows me to understand their needs and deliver the best results. My skills range from color spaces and printing techniques to comprehensive problem-solving and ensuring client satisfaction. If there's something new my clients want, I'm on it.

### Proving It Works:

As a social media manager, I grew @impulsodiario's followers by 1k in just 8 days, with consistent daily growth. It was a personal project, of an motivational Instagram account, where I posted daily motivation quotes. Another success story? A door company saw its followers jump from 300 to 2k, turning likes into real business. At a cycling wear company, my designs contributed to a 40% sales boost, proving my commitment to creating impactful designs that drive substantial business growth.

### Software Proficiency:

- Illustrator
- Corel Draw
- Photoshop
- InDesign
- Capcut
- Premier
- PowerPoint

Let's connect and chat about how we can turn ideas into designs that inspire, impress, and make a real difference! ✨

## Personal Details

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**Currently Employed:** No

**Date Of Birth:** 1994-12-01

**ID Number:** 085.871.939-88

**Industry:** Analytics, Arts & Entertainment, Marketing, Media & Communications, Other, Project Management, Sales, Technology

## Work Experience

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### Swedish Telesales Agent

National Pen-Dundalk, County Louth

April 2024 to Present

- Telesales Representative at National Pen

At National Pen, I played a crucial role in driving sales efforts and building strong customer relationships. My responsibilities included:

- **Lead Generation:** Contacting potential and existing customers via phone to inform them about National Pen's products, services, and special offers.
- **Direct Sales:** Using provided data and past sales information to target customers for repeat business and to close sales.
- **Order Processing:** Taking and processing orders accurately, managing repeat purchases, and cross-selling additional products based on customer needs.
- **Customer Service:** Ensuring customer satisfaction by following up after sales, resolving any issues, and providing accurate information about our offerings.
- **Conflict Resolution:** Handling customer grievances efficiently to maintain high levels of satisfaction and preserve the company's reputation.
- **Activity Reporting:** Creating and updating activity reports detailing calls made, leads generated, sales closed, and other key metrics.
- **Sales Goals:** Meeting and exceeding monthly and quarterly sales targets to contribute to the company's revenue goals.

In this role, I honed my communication and phone skills, developed a persuasive and persistent attitude, and excelled in providing exceptional customer service. I thrived in a fast-paced, office environment and became proficient in using computer systems for order processing and activity reporting. My work contributed significantly to National Pen's sales and customer satisfaction goals.

### Designer

Ekvall Design-Pomerode, SC

November 2017 to February 2024

Ekvall Design was my design company, originating in 2017 as a freelance project and gradually expanding while I adeptly managed my time between clients at Ekvall Design and other professional commitments.

At Ekvall Design, I faced diverse challenges dealing with a wide array of clients and embarking on innovative projects. As the sole proprietor, I handled every aspect of the business, from the administrative tasks to financial responsibilities and finding new clients, direct sales, and post-sales support to ensure their satisfaction throughout their experience with Ekvall Design. My primary focus was always on client satisfaction, striving to help them achieve their envisioned objectives through my work.

For example, customers buy things that bring them value, so it is important to understand the customer's needs and demonstrate how your design services can benefit them. Additionally, building trust by demonstrating expertise and creating a relationship with the customer can help close deals and lead to long-term business relationships.

Ekvall Design, beyond being a business, served as a valuable learning ground—an immersive school that imparted insights into the business aspects of design. It was here that I had direct exposure to a variety of clients, ranging from the fields of architecture and construction to beauty. This experience expanded my understanding of the diverse needs of clients and solidified my skills in navigating the complex business dynamics intertwined with design.

Programs I mainly worked with was CorelDRAW, PrimeVideo, Photoshop and Meta business (to schedule social média post and analyse metrics) but also used frequently Illustrator, Canva, Capcut and Inshot beyond other's program's like Trello, Google drive and Excel

## **Designer and Sales**

Sport Company-Pomerode, SC

May 2021 to January 2024

At Sport Company, I served as a team leader, providing training for fellow designers and assisting them in the execution of their tasks. Additionally, I collaborated closely with the owner, contributing to the realization of his ideas across the sportswear business, as well as his two other companys in wall arts and church materials. I played a key role in marketing strategies for all three companies.

One aspect of my role in the sportwear company that I particularly enjoyed and excelled in was "door-to-door sales" (B2C), encompassing both pre-sales and post-sales activities. My clients often became repeat customers, drawn not only to the quality of the products but also to the seamless service, characterized by error-free order processing and exceptional post-sales support.

Programs I mainly worked with was CorelDRAW, Illustrator, Photoshop and Printable Rip Software but also used frequently Canva, Capcut and Inshot beyond other's program's like Google drive and Excel. And was always open to learn new smaller softwares and sites that the owner wanted to know something about!

## **Volunteer**

Wattpad

November 2019 to May 2021

My primary objective was to meticulously collect data, emphasizing its significance in powering the platform's artificial intelligence and machine learning capabilities. This behind-the-scenes commitment aimed to elevate the functionality and user experience for the writing and reading community.

I also did review, sort, or delete content based on guidelines using specific tools, and handled, solved, and shared tricky content problems with the Trust and Safety team.

Programs I mainly worked with was Excel, Discord and the Wattpad app

## **Designer**

Mayer-Pomerode, SC

May 2018 to March 2021

I was part of the pre-press team, where my primary role was ensuring the quality of artworks for accurate execution in production. This involved verifying elements such as bleed, cut marks, and correct color profiles. Additionally, I performed imposition of pieces to optimize paper usage, contributing to cost savings for the company. I also created die lines for paper cutting and managed various finishing techniques like varnishing and hot stamping.

My responsibilities extended to developing a diverse range of materials, including catalogs, stickers, point of sale (POS) materials, business cards, flyers, and brochures with various folding techniques. Moreover, I collaborated directly with clients in crafting designs for invitations and cards, enhancing the overall creative process.

Programs I mainly worked with was InDesign, Apogee and CorelDRAW, but also used frequently Photoshop and Illustrator

## **Designer**

Raio Wear-Pomerode, SC

June 2016 to November 2017

Oversaw the entire creation department, leading initiatives from collection development, concept selection, and color coordination to ensuring the quality control of production. Managed a personalized

department, specializing in crafting unique layouts, fostering customer connections, and negotiating with suppliers. Spearheaded marketing efforts both online (creating eye-catching banners and engaging social media posts) and offline (developing catalogs, flyers, banners, and various decorations). Prioritized customer satisfaction through effective communication and collaboration, ensuring a seamless experience from concept to delivery.

Programs I mainly worked with was CorelDRAW, Illustrator and Photoshop but also used frequently Lightroom, PowerPoint, Autodesk SketchBook, beyond other's program's like Trello and Excel

## **Designer Jr**

FREE FORCE-Blumenau, SC

June 2014 to May 2016

Managed key aspects of the creation department, contributing to collection development, concept selection, and quality control. Assisted in personalized services, participating in layout creation, customer interactions

Programs I mainly worked with was CorelDRAW, Illustrator, Photoshop and Sisplan (system ensures enhanced control in managing companies involved in the textile trade in Brazil.), but also used frequently Lightroom and PowerPoint

## Education

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### **Graduação in Design**

FURB-Blumenau, SC

January 2013 to December 2017

## Skills

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- Adobe Photoshop
- Microsoft Powerpoint
- Graphic Design
- Marketing and Business
- video editor

## Languages

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- Sueco - Língua Materna
- Português - Fluente
- Inglês - Avançado

## Additional Information

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Design Sales Online Course - 2023

Tio Kaio's Venda de Design Previsível (VDP) course is a step-by-step method for designers to increase their revenue. The course emphasizes the importance of understanding the value of a design project and the entrepreneurial mindset necessary for success as a freelance designer. There are many principles of successful selling that can be applied to design. By mastering the fundamentals of sales

and adapting them to the design industry, designers can improve their results and increase their revenue.

#### Sales Online Course - 2020

The "Método Primeira Venda em 7 Dias" is a sales technique developed by Pedro Guimarães to help online businesses start selling in their first week. The course is divided into five modules, covering the principles of a successful mindset, an overview of digital marketing, understanding the customer's intention to buy, choosing the best sales platform, and strategies for making the first sale in seven days. While the course is not specifically focused on sales techniques, it offers support and guidance to help students implement the strategy and make their first sale. The course is suitable for people with different levels of experience in online sales, and it teaches principles that can be applied to various fields.

#### Other Courses - 2013-2017

- Graphic Design Course at Cebip
- Hardware Course at Unitri Training
- Basic Computer Skills Course (Corel Draw and Photoshop) at Unitri Training
- Wood Painting Course - Bauernmalerei