



# Anthony Karlsson

Creative Designer  
Marketing Strategist



"It's better to light a candle  
than to curse the darkness."

## Contact me directly

Email

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LinkedIn

<https://linkedin.com/in/anthony-karlsson/>

Portfolio

<https://karlssonanthony.wixsite.com/mysite>

## Real experience from incredible brands

Marketing Project Coordinator at Wahl Clipper Corporation  
September 2024 - Present Day

- Led and executed a \$500,000+ cost reduction initiative
- Assist in driving product launches and changes, line reviews, and promotional initiatives that boost revenue while maintaining timelines and budgets
- Serve as the go-to expert for product knowledge and the Consumer Trimmer team's PIM (D365) system
- Orchestrate product samples for the Sales team with to-the-T detail, enhancing sales readiness
- Proofread and edit marketing materials with an impeccably detailed eye, ensuring flawless final results and outputs

Marketing Specialist at McDaniels Marketing  
Pekin, IL | August 2023 - September 2024

- Managed web and digital projects, valued at \$50,000+, from conception to launch
- Partnered cross-functionally with creative and digital teams to test, analyze, and refine marketing efforts to drive measurable growth
- Developed comprehensive digital and web marketing strategies/proposals
- Directed social media content strategy and implementation for a local CVB

Digital Marketing Associate at 919 Marketing (now Tidehouse Agency)  
Remote | February 2022 - April 2023

- Supervised 20+ local and national PPC programs, leading campaign planning, ad copy development, budget allocation, and digital optimizations
- Oversaw large-scale digital marketing strategy development and execution
- Spearheaded the creation and testing of high-performing landing pages - overseeing design, A/B testing, and improvements based on performance data

## Education

Columbia College Chicago,  
Chicago, IL | Dec 2019  
B.A. in Marketing  
4.0 GPA | Summa Cum Laude

## My most notable skills

Team Leadership  
Creative Design  
Creative Writing  
Proofreading  
Canva Pro Savvy

## Real recommendations from REAL people

"A breath of fresh air."  
Joshua West, Dean of Business,  
Sauk Valley Community College

"Any place of employment  
would be lucky to work  
with Anthony."  
Ryan Smith, Professor,  
Columbia College Chicago

## My most notable, and admirable, qualities

Daily Positive Attitude | Leader by Example | Jack-of-All-Trades