

David Sundh

Creative Lead | Brand, Strategy, Creative & Growth Leadership

+46707988475 | david@plan.nu | [LinkedIn](#) | [Portfolio](#)

Professional Summary

Strategic and commercial **Creative lead** with over 20 years of experience driving business growth through data-backed strategies and 360° integrated marketing. Expert in managing **full funnel campaign in multi markets** (SE, NO, FI), optimizing full-funnel performance, and leading cross-functional teams. Proven track record in scaling brands, increasing MQLs by up to 30%, and leveraging AI to maximize marketing ROI.

Core Competencies

Creative leadership: Creative process, stakeholder engagement, Brand alignment, Brief clarity

Strategic Marketing: GTM Strategy, Market Expansion, Budget Management, P&L Responsibility.

Growth & Performance: Lead Generation (MQL/SQL), Conversion Rate Optimization (CRO), SEO/SEM.

Digital Ecosystem: E-commerce Management, Marketing Automation (HubSpot), UI/UX Strategy.

Leadership: Cross-functional Team Management, Agency Procurement, Stakeholder Relations.

Professional Experience

Senior Creative Consultant & Strategist | Lemalla

2026 – Present

- Acting as a strategic partner for organizations to build scalable **marketing architectures** and high-efficiency creative processes.
- Aligning marketing output with long-term commercial objectives, focusing on **performance-driven brand building**.
- Consulting on organizational structures to optimize departmental efficiency and **marketing ROI** using AI integration.

Senior Brand Designer | Fortum

2024 – 2025

- Orchestrated the conceptual framework for **360° integrated campaigns** across Nordic markets, driving a **5-10% increase in market-specific brand awareness**.
- Developed and optimized internal/external marketing workflows, increasing production capacity by **40-50%** and reducing time-to-market by **30%**.
- Collaborated with Marketing Specialists to ensure seamless execution across all paid, owned, and earned touchpoints.

Creative Lead | Wise Group

2022 – 2024

- Directed marketing strategy for a portfolio of 5 internal brands, leading a digital refresh that increased **organic traffic by 15-20%**.
- Managed cross-functional teams and external agencies, optimizing media and production spend to achieve a **40-50% increase in marketing ROI**.
- Developed and executed **full-funnel lead generation campaigns** that boosted Marketing Qualified Leads (MQLs) by **20-30% year-over-year**.
- Oversaw UI/UX development for 5 web properties to enhance the digital customer journey and conversion funnel.

Senior Art Director | City Gross

2019 – 2021

- Held strategic and operational responsibility for the brand's digital footprint and **E-commerce growth**.
- Implemented an **"Always-On" customer acquisition strategy**, integrating digital touchpoints to improve the overall Customer Experience (CX).
- Designed performance-based display campaigns achieving **25-30% higher CTR** than the retail industry average.
- Partnered with performance marketing teams to align creative assets with **data-driven KPIs and sales targets**.

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CEO & Creative Director | ebiker.se

2014 – 2022

- Founded and scaled a D2C e-commerce business to **7M+ SEK in annual turnover** with a consistent **25% YoY growth rate**.
- Managed the total **marketing budget and P&L**, overseeing everything from customer acquisition (CAC) to lifetime value (LTV).
- Executed all B2C marketing, procurement, and business development strategies to establish market presence.

Technical Skills & Languages

- **Growth Tools:** HubSpot, Meta Business Suite, Google Ads, LinkedIn Ads, WordPress.
- **Analytics & UX:** Figma, Hotjar, Google Analytics, UI/UX Design Strategy.
- **Content & Creative:** Adobe Creative Suite, AI-assisted Production (Midjourney/Runway), Video Production.
- **Languages:** Swedish (Native), English (Fluent).

Education

- **Berghs School of Communication** | UI/UX Design
- **Malmö University** | Media and Communications
- **Academedia** | Graphic Design