



# IDA HALLBÆCK

## MULTIMEDIA DESIGN STUDENT

### SUMMARY

Experienced in web development and digital design, committed to creative problem-solving.  
Eager to contribute to a dynamic environment emphasizing quality, functionality, and innovative processes.

### DETAILS

Ida Lærke Hallbäck-Andersen  
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2900 Hellerup

### PORTFOLIO

idahallback.netlify.app

### SOFTWARES

Adobe Suite  
Astro  
CSS and Tailwind  
Figma  
HTML5  
JavaScript and Alpine  
Search Engine Optimization  
Visual Studio Code

### ABILITIES

- Project Management
- Strong communicator, verbal and written
- Resourceful, flexible and agile

## ACADEMICS

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### Multimedia Design, APD

Copenhagen School of Design and Technology, 2023 – now

- User Interfaces, User Experiences, Business, Technology, Design, and Content Production (120 ECTS)
- Specializing in Digital Design (DIDE) as elective course on 3rd Semester (30 ECTS)

### Academy Degree in Management, AU

Copenhagen Business Academy, 2022 – 2023

- General Management (10 ECTS)
- Project Management (10 ECTS)

### English and Organisational Communication, BA

Copenhagen Business School, 2017 – 2018

- Oral Communication (7.5 ECTS)
- Text and Text Production (7.5 ECTS)
- Organisation (7.5 ECTS)
- Intercultural Communication (7.5 ECTS)

## CAREER

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### Sales Consultant, Furniture Department

Illums Bolighus, Kongens Lyngby, 2022 – now

- Focused sales of high-profile brands such as Fritz Hansen, &tradition, Montana, Louis Poulsen among others
- Furnishing for both private and business clients
- Ordering of goods and coordinating drop-ship and private consumer deliveries

### Assistant Sales Manager, Lighting Department

Illums Bolighus, Copenhagen, 2019 – 2021

- Daily operation and Sales Management
- Personnel Management
- Dialogue with suppliers and coordination of their assortment
- Key responsibility for product templates and campaigns in the department through Navision Dynamics and e-commerce

## LANGUAGE

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- Danish, Bilingual Proficiency
- English, Full Professional Proficiency
- Spanish, Limited Working Proficiency
- German, Elementary Proficiency