



# Gustav Toll

## Business Growth & Conversion Strategist

“ I increase effectiveness of sales and marketing with AI and automation. ”

## Goals

I help businesses grow through funnels, performance marketing, automation, and AI-driven systems.

I design scalable strategies and SOPs that boost efficiency, conversions, retention, and revenue growth.

## About

Predictable growth needs more than good marketing.

From automation and CRM workflows to SOPs and scalable infrastructure, I help teams move faster, smarter, and with clarity.

## Client Wins

- Supported the scale of two e-com brands to 8 figures/month
- Consistent 400% ROI on \$1K/month ad spend for a brick-and-mortar
- Activated a Facebook community from \$0 to \$3K MRR in 60 days
- Worked on multiple coaching brands with 8-figure/month results

### Contact

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Stockholm, Sweden

### Social

[Gustav Toll](#)  
LinkedIn

### Languages

English  
Professional – Cambridge C2

Swedish  
Native

## Experience

- 2014 – 2015 Lisbon, Portugal

Sales Representative  
Teleperformance

**As a sales representative** at Teleperformance, I developed by winning sales and CSAT competitions. I focused objection handling, support and upsells.

- 2015 – 2018 Stockholm, Sweden

TAM – Sales & Implementation  
Clinicbuddy

**Implementation and sales of SAAS.** Using organisational skills to manage customer accounts and implementations. Working with developers and SQL.

- 2018 – 2025 Stockholm, Sweden

Co-Founder, CMO  
Funnel Profits

**Driving revenue through digital marketing, sales funnels and automation.** Co-founding the agency 2018 has created knowledge and an network that deliver results. Creating 100+ landing pages, increasing opt-in rates by up to 38% and contributing to over \$500K in tracked revenue

- 2020 – 2025 Stockholm, Sweden.

Chief Marketing Officer  
Technostate Sweden

**Grew an audience to 30,000 members through social media, email marketing and paid event placements.** My focus was to develop brand image, optimising email metrics and increasing ticket sales trough ads.

- 2022 – 2023 Stockholm, Sweden.

Digital Marketing  
The Park

**I ran marketing for co-working in an entrepreneurial B2B environment.** I developed websites, landing pages, and offers. Building automation, reporting and tracking with the CEO and founder of Hyper Island. Increasing sales team efficiency and lowering CPA and scaling to two new offices.

- 2023 – 2024 Marbella, Spain.

Founding partner  
Influencer Scaleup

**I built and launched the offer, funnels, presentations and CRM.** Giving influencers the system for “Guarantee that you will be generating \$10,000 in monthly recurring revenue within the first 90 days of working with us” Offering monetized community creation, info products and marketing.

- 2024 – 2025 Netherlands.

Facebook Sales Expert  
Foxelli Group

**I designed and implemented conversion systems, customer journeys, SOPs, automations, funnels, and sales scripts, for two 8-figure/month e-com brands.** I aligned with founder & CEO to launch ads, funnels, webinars, sales flows, messenger bots, and onboard the team.

- 2024 – 2025 Cyprus

Marketing & Tech  
North Punch

**\$60 Million spent on client ads with over 250 million client revenue and 4.16 average ROAS.** North Punch creates direct impact for 8-figure brands setting revenue records month after month.

## Skills



Growth & Marketing

Funnel Strategy

- Paid Ads
- Growth Marketing
- Offer Building

SEO  
SEM  
UTM

GTM  
GMB  
GA4

Meta  
PPC  
CRO

ROAS  
CAC



Conversions & Systems

CRO Design & Conversion-Experience

- Automation Systems
- SOP Mapping
- Funnel Mapping

Customer Journey Optimization

- Wireframing
- Prototyping
- A/B Testing

Retention Systems

## Tools



Canva, Figma, Adobe  
UI, Design, Prototyping



Sales Force, Hubspot, GHL  
CRM



ActiveCampaign, Klaviyo  
Email marketing



N8N, Webhook, Zapier  
Integrations



Claude, GPT-4, LLaMA  
LLM



Hyros, Looker Studio, GA4  
Attribution & Report



Runway  
Applied AI



Manychat  
Chatbot



Notion, ClickUp  
Project Management

## Certificates, Coaches & Courses



Dan Lock

High Ticket Closer  
Sales Certification  
November 2022  
Investment \$ 5,000



Akbar Sheikh (active)

The Coach Secret +  
Inner Circle + 6-figure award  
January 2023  
Investment \$18,000



Gusten Sun (active)

Funnels, Ai & Frameworks  
Inner Circle Coaching  
February 2022  
Investment \$5,000



Joel Kaplan

7 Figure Agency  
Sales Certification  
November 2021  
Investment \$ 1,500



Franklin Hatchett

Ecom Elite  
Coaching and 6-figure award  
January 2020  
Investment \$1,000



Spencer Mecham

Affiliate Secrets  
Coaching & certification  
December 2022  
Investment \$1,000