To Grow.

johan@togrow.agency · WhatsApp +46 70 401 90 99
togrow.agency · linkedin.com/in/carljohanmalmstrom

Carl Johan Malmström



Interim E-commerce Manager · Shopify Partner

Senior e-commerce lead for fashion, footwear and lifestyle brands. 17 years in fashion, 10+ of them in e-commerce, and 30+ Shopify stores launched. I step in two to four days a week, run the store like it's my own and build what's missing myself: Shopify, landing pages, integrations and AI-built tools.

01 Experience

To Grow
2017 – present

Independent E-commerce Consultant · my consulting company

Interim and part-time e-commerce manager for consumer brands, embedded in each client's team.

> **Mono** (footwear), Oslo 2019–2023 · Launched and ran the brand store for four years. Google & Meta Ads, product shoots.
>
> **Jupiter** (menswear), Stockholm 2019–2022 · The retailer's first online store. Google & Meta Ads, staff training.
>
> **Jim Rickey** (footwear & bags), Stockholm 2020–2022 · Rebuilt store and fulfilment after new owners. Google & Meta Ads.
>
> **Asfvlt** (sneakers), Oslo 2017–2022 · Launched the distributor's Scandinavian store. Google & Meta Ads.
>
> **Ljung** (menswear) · Designed and launched the brand store, trained the team.
>
> **MAMB** · E-commerce, photography and digital marketing for a streetwear label.
>
> **MK Lifestyle** · Built the brand's first online store.
>
> **Aligned Venture** 2025 · Fractional CTO: website, landing pages and funnels.

Aavi Studio
2026 – present

Co-founder & Creative Director

Campaign and product imagery for fashion and lifestyle brands, produced without a shoot. Also building aavi.io, software for photographers and studios, launching 2027.

Own ventures
2013 – 2026

> **Meeting Magnet**, Founder 2024–2026 · Built and launched an AI sales SaaS.
>
> **Créscere**, Founder 2020–2023 and **World Ambassadeurs**, Co-founder 2017–2020 · My own jewellery and clothing brands.
>
> **Motei**, Co-founder & CEO 2014–2017 · Norwegian fashion search engine, 25+ investors.
>
> **Fashion Index Group**, Co-founder 2013–2017 · Fashion-industry database with Norwegian Fashion Institute, Norwegian Fashion Hub and Tekstilforum.

05 Education & languages

Høyskolen Kristiania, Oslo · Business Administration. Swedish and English (native), Norwegian (fluent).

02 What I do

E-commerce management
Operations, Google & Meta Ads, product data

Conversion
Mobile flow, product pages, checkout

Shopify Partner
Themes, apps, Liquid, integrations

Landing pages & funnels
Designed and coded myself

Software & AI tools
Built with Claude Code, Supabase, Netlify

Visuals without a shoot
Via Aavi Studio, when needed

HOW I WORK

2 to 4 days a week

Fixed monthly fee, in advance

From 6 months, 3 months notice

Remote, CET hours

> **"A few hours later the site was back up. The man's a lifesaver."**
>
> Josef, Founder, UBL

03 References

Marcus Larsson
Ljung International AB

Kenneth Wilkie
Level Agency

Anna Rall
Former marketing colleague

Contact details on request

04 Wholesale

Brand manager, Lacoste
Selected Brands Nordic · 6 months, 2016

Sales manager, Shoe & Clothe
Oslo · 2010–2014 · Hunter, R.M. Williams, Sanders and Frye to 100+ retailers