

Jennifer Lönnroth

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Professional Profile

Recently graduated from Regent's University London with a First degree in Marketing Management. Proven to be an efficient communicator and a good team-worker with an eagerness to learn. High leadership qualifications and enjoy motivating others.

Education

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|---|-------------|
| BA (Hons) Global Marketing Management
London, United Kingdom | 2013-2015 |
| <ul style="list-style-type: none">• Regents Business School, Regents University• Core Modules: Marketing, Management, Sustainability, Financial Management | |
| Criminology
Stockholm, Sweden | 2012 |
| <ul style="list-style-type: none">• University of Stockholm | |
| Basic Fashion Design Core
New York, USA | Fall 2011 |
| <ul style="list-style-type: none">• Parsons School of Design | |
| Basic Law
Uppsala, Sweden | Spring 2011 |
| <ul style="list-style-type: none">• University of Uppsala | |
| Cambridge Advanced English Degree
London, United Kingdom | Fall 2009 |
| <ul style="list-style-type: none">• EF Language School | |
| Danderyds Gymnasium
Stockholm, Sweden | 2006-2009 |
| <ul style="list-style-type: none">• International Relations/Society Programme | |

Professional Experience

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|---|----------------|
| Brand Analyst
Cartils, London | 2014-currently |
| <ul style="list-style-type: none">• Great knowledge regarding the different aspects of branding• Experience in market research and the value of understanding external and internal factors that affect brands• Understanding the weight of combining strategy and design in order to maximise brand impact | |

Sales clerk 2012-2013
Zadig & Voltaire, Stockholm

- Great stress-tolerance, structural and organising skills as well as the importance of satisfied customers
- Further development of sales techniques, exceeded sales target every month

Assisting store manager 2010
Sales 2006-2012
Nordiska Hem Lifestyle, Stockholm

- Areas of responsibility; purchasing, economy, personnel, office work, marketing
- High level of responsibility, motivate and stimulate employees in order to achieve specified goals, excellent communication skills in order to keep good relationships with customers and suppliers, the ability to regard a company as one cohesive entity where everything is interlinked

Charity worker Summer 2004
Red Cross, Stockholm

- Gathering and preparing donated clothes for charity

Internship

Summer intern Summer 2014
Macquarie Bank, London & Zurich

- Responsibilities including: coordination amongst different teams, preparation of external communications material, logistics planning and communicating with investors

Marketing Fall 2011
d.brand, New York

- Starting up a company in a new region, basics of marketing, building the brand name and acquiring new retailers
- Work tasks included high knowledge in: excel, photography, Adobe Photoshop, social media

Language, IT and Personal Skills

- Excel, PowerPoint, Word, Adobe Photoshop
- Mother tongue Swedish; advanced English, moderate Spanish
- Driver's License
- Certificates: Personal shopper, Sales techniques

Interests

- Photography, yoga, design, film, cooking, friends

References and certificates available on request