

ABOUT

As a multimedia design student with a keen passion for web development, I thrive on blending creativity with technical skills. Always eager to learn and explore new avenues, I approach each project as an opportunity for growth. I am confident that my dynamic approach and commitment to excellence makes me a valuable asset.



CONTACT



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EXPERTISE

Project management
Retail design
Visual Merchandising
Frontend developer
Graphic designer
Branding & Marketing
SoMe

SOFTWARE

SketchUp
Wordpress
Visual studio code
Adobe
Canva
Microsoft/Office

LANGUAGE

English
Danish

EXPERIENCE

Esbjerg, Denmark

Sketchers Superstore November 2023 - current

As a **sales assistant** in a Sketchers, my responsibilities encompass a range of essential tasks focused on delivering excellent customer service and maintaining the store's operational efficiency. From greeting customers with a warm welcome to assisting them in finding the right shoes for their needs and preferences, I thrive on engaging with diverse clientele. Organizing and restocking inventory, ensuring accurate pricing, and creating appealing displays are all integral aspects of my role.

Aarhus, Denmark

Starbucks, Salling March 2023 - August 2023

During my time as a **barista** in Starbucks, my responsibilities revolved around crafting exceptional beverages and providing outstanding service to our customers. Precision and skill were key as I carefully prepared each drink, ensuring it met our high standards and exceeded customer expectations. Alongside serving beverages, I also maintained cleanliness and organization in the cafe, restocking supplies, and ensuring equipment was in optimal condition. Collaboration with my colleagues was essential to keep operations running smoothly.

Bowl'n'Fun & The Grill September 2020 - March 2023

As the **restaurant manager**, I oversaw all operations, focusing on implementing efficient procedures and ensuring excellent service. I managed daily tasks, served and assisted customers, and supported the team to create a welcoming atmosphere. By fostering teamwork and upholding high standards. Additionally, I managed the bowling alley, coordinating with staff to maintain equipment and provide a fun atmosphere for guests of all skill levels. Juggling both responsibilities, I aimed to deliver a seamless and enjoyable experience for all customers.

London, United Kingdom

It's Pleat - H&M September 2018 - January 2019

During my tenure at H&M, I was intricately involved in the launch of a new store, overseeing various aspects of its creation and operation. This included collaborating with architects and contractors to ensure the store layout aligned with H&M's branding and customer experience standards. Through meticulous planning and execution, I contributed to the successful establishment of the new store, driving growth and enhancing the H&M brand presence in the community.

H&M February 2019 - November 2019

As the **co-head visual merchandiser** at H&M, I co-led a team dedicated to curating captivating displays and layouts that showcased the latest trends and collections. Working closely with store management, I interpreted brand guidelines and translated them into visually compelling presentations. From conceptualization to execution, I oversaw all aspects of visual merchandising, ensuring consistency and creativity across multiple stores. Collaborating with cross-functional teams, I spearheaded promotional campaigns and product launches, driving sales and enhancing the overall shopping experience. My leadership and creative vision played a pivotal role in reinforcing the H&M brand identity and engaging customers in-store.

Monki November 2019 - March 2020

As a **visual merchandiser** at Monki, my role centered on curating captivating displays and layouts that showcased the latest trends and collections. I worked closely with the store management team to interpret brand guidelines and translate them into visually compelling presentations. This involved arranging merchandise, props, and signage to create impactful visual stories that resonated with our target audience. Through my creative vision and attention to detail, I contributed to enhancing the overall shopping experience and driving sales success for Monki.

Aarhus, Denmark

Espresso House May 2016 - July 2018

As a **supervisor** and **barista** in Espresso House, my responsibilities expanded beyond crafting and serving beverages to overseeing daily operations and leading a team. This multifaceted role demanded not only exceptional customer service skills and attention to detail but also effective leadership and organizational abilities. In addition to ensuring the high-quality preparation of coffee drinks, I supervised staff, delegated tasks, and maintained a positive work environment. Despite the challenges inherent in managing both operational tasks and team dynamics, my experience as a barista and supervisor was deeply rewarding, providing invaluable opportunities for professional growth and meaningful interactions with both

The Call Company October 2015 - May 2016

As a former **call center agent**, my role involved providing assistance, support, and information to customers over the phone. It required me to possess excellent communication skills, patience, and the ability to multitask efficiently. I often handled various inquiries, resolved issues, and aimed to ensure positive customer experiences while adhering to company guidelines and standards. While it could be demanding, my experience as a call center agent was rewarding, providing opportunities for skill development and interaction with diverse individuals.

EDUCATION

Multimedia Design

Erhvervsakademiet Sydvest 2023 - 2025

Currently studying multimedia design at EASV. Throughout my studies, I've eagerly delved into various aspects of multimedia design, with a keen focus on web development and UX principles. I've thoroughly enjoyed the process of learning about Adobe programs and graphic design techniques, finding immense satisfaction in creating visually compelling and user-friendly digital experiences.

This combination of practical skills and theoretical knowledge has not only enriched my academic experience but has also fueled my excitement for a future career where I can continue to innovate and create impactful designs in the ever-evolving digital landscape.

Design Technologist - Retail design & Business

VIA University College 2020 - 2022

Studying design technology at VIA in Herning was an immersive journey, particularly as I focused on retail design and its intersection with business strategies such as branding, marketing, and project management. Throughout my program, I was equipped with a comprehensive understanding of both the creative and analytical aspects of retail design. From learning about spatial planning and visual merchandising to diving into consumer behavior and market analysis, I gained invaluable insights into crafting compelling retail experiences.

Overall, integrating retail design and business with multimedia design provides a comprehensive skill set that is highly relevant in today's retail landscape, where seamless integration of physical and digital experiences is increasingly vital for success.

STX - Language and psychology

Viby Gymnasium 2015 - 2018

Studying language and psychology in gymnasium was transformative, broadening my understanding of human behavior and communication. Language studies equipped me to express ideas clearly and engage in meaningful dialogue, while psychology deepened my empathy and critical thinking.

Incorporating language and psychology into the integration of retail design, business, and multimedia design has not only enhanced my ability to create seamless and engaging retail experiences but also equipped me with a deeper understanding of consumer behavior and effective communication strategies.