

Olle Marmenlind

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An entrepreneurial E-commerce Lead with proven experience launching and scaling a multi-platform e-commerce division. Drove 1100% user growth by owning the end-to-end product lifecycle, developing strategy in close collaboration with sales and marketing, and tailoring e-commerce solutions for a diverse B2B portfolio, from national chains to independent retailers with consumer-driven purchasing behaviors.

Experience

Sevan AB

Stockholm, Sweden (Remote)

E-commerce Lead & Product Owner

March 2022 – Current

- Promoted from the initial e-commerce team to lead and build the company's e-commerce division, launching a B2B sales platform and a B2C brand-building site from the ground up.
- Drove strategic growth across platforms, achieving an 80% year-over-year revenue increase (B2B) and a 1100% increase in active users (B2C) through data-driven initiatives.
- Adapted the B2B platform to serve large national chains, restaurants, wholesalers and a majority segment of independent retailers and boutiques, developing B2C-style campaign strategies to drive their consumer-driven purchasing.
- Owned the product roadmap, acting as the central liaison between sales, marketing, and warehouse stakeholders and two external development partner teams to translate business needs into critical platform enhancements.
- Developed and executed customer engagement strategies using Klaviyo, achieving a 90% customer subscription rate and maintaining an average email open rate of 59% and click rate of 8,56% (year-to-end).
- Substituted for the B2B customer support team during peak vacation seasons, resolving technical and logistical issues to maintain high partner satisfaction (6 months total).

Sevan AB

Stockholm, Sweden

E-commerce Intern

January 2022 – March 2022

- Contributed to designing and building the company's first websites using HTML and CSS and designed both physical and digital marketing materials.

Education

Royal Institute of Technology KTH

Stockholm, Sweden

Bachelor's degree in Computer Engineering.

Expected graduation in 2026

Relevant Coursework & Projects:

- **Technical Report - Reliable A/B Testing:** Authored a technical framework for designing and executing statistically valid A/B tests to drive data-informed product decisions.
- **Applied Behavioral Science:** Applied principles of nudging and decision-making to optimize e-commerce user flow. See the practical application in the [Highlight Discount Case Study](#).
- **Agile Project Management:** Utilized agile methodologies in a team setting to plan, develop, and deliver a complete video game from concept to execution.
- **Economics & Organizational Theory:** Analyzed business models, product and investment calculations, and marketing strategies for technology-oriented companies.