



Sivert Laurendz Jensen

Brand Manager - Buying, Merchandising, PR/Communications & Marketing (International)

Paris, France

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Languages

English (Fluent)

Norwegian (Native)

Swedish (Native)

Danish (Fluent)

Japanese (Work Proficiency)

Chinese (Basic)

German (Basic)

French (Basic)

Spanish (Basic)

About

Strong commercial trend and global market awareness with a Bachelors degree in International Management from BI Norwegian Business School (Oslo, Norway) and Xi'an Jiaotong-Liverpool University (Suzhou, China).

Achieved noteworthy success in retail buying and merchandising, event coordination, PR, press and influencer marketing, project management, sales and consulting in fashion, lifestyle and luxury sectors.

Branding & Concept Development: consistently exhibiting an astute eye for directing artistic vision across digital (e-commerce) and brick-and-mortar platforms.

International experiences across the west and APAC equipped me with a wide range of competencies. Self-awareness and reflection through adaptability and resilience, rooted in respect, curiosity and creativity. Always learning and developing my skillset.

BRANDS WORKED WITH

Acne Studios AB

COS

EUROTAX PAYBACK AB

Patriksson Group

THEMOON

VG - Verdens Gang AS

Experience

● Brand Manager

THEMOON | Mar 2022 - Jun 2023

Driving effective e-commerce art direction, branding, marketing, and strategic initiatives for online fashion and art sales platform (start-up). Successfully managed all vendor and partner relationships for wholesale channel, through skilful negotiations and brand sourcing. Regular communication with partners and stakeholders, providing product information, addressing customer and team needs, and ensuring client satisfaction to foster long-term partnerships. Additionally pursued new investment opportunities to facilitate business growth and expansion.

Collaboratively excelled in brand management and content production. Leveraging my trend and market research, analytical skills, and forecasting abilities to take a proactive approach to business development. Successful outcomes include development of social media channels, website, and independent application where I managed the team of developers for front-end design through artistic direction.

I contributed to advancing consumer experiences to the next level. By harnessing cutting-edge technology, I facilitated fashion brands in offering distinctive opportunities and experiences beyond traditional boundaries to their customers.

● Public Relations Communications Consultant

Patriksson Group | Aug 2021 - Feb 2022

Communications and relations consultant within fashion, art, tech and culture participating in strategic and creative planning, reporting, and event creation, leading to successful account management. Working as a team on project and press activities for top-tier fashion and lifestyle clients and profiles, both commercial, new, and niche/luxury sectors.

Developed compelling pitch, press releases, and collection briefs while managing showroom activities, visual merchandising, and developing and sustaining relationships with both businesses and influencers, leading to increased orders and successful returns. Management skills developed through recruiting and onboarding interns.

- **Buying & Planning**

Acne Studios AB | Feb 2021 - Aug 2021

Improved global sales and profitability by assisting buying and merchandising teams at Head Office with analysis, presentations, and reports on a weekly, monthly, and seasonal basis. Streamlined delivery tracking, allocation, and replenishment in global stores for enhanced efficiency and profitability.

Overseeing the order management process, from receiving and processing orders to coordinating timely delivery and ensuring accurate inventory management. This involves collaborating with internal teams such as production, logistics, and customer service to ensure efficient order fulfillment.

Contributed to successful seasonal buying periods and trend forecasting by conducting competitor and market research, analyzing data, and creating product and collection information across all concepts. Collaborating with the brand's merchandising and design teams to develop an appealing and marketable product assortment for wholesale partners. This includes product selection, price strategies, line presentation, and providing marketing materials or product samples to support sales efforts.

Independently conducted in-depth global sales analysis of Bags & SLGs, revealing key drivers by category and style in each market. Provided valuable insights to product developers and merchandisers on cost allocation, budgeting, idea implementation, optimal styles, colors, and upcoming seasons. Identified new business opportunities as well, that later became part of the collection.

- **Client Advisor**

Acne Studios AB | Aug 2019 - Aug 2021

Achieved daily sales budgets through customer relationship management (CRM) and solid fashion knowledge, in addition to analysis of KPIs, sales trends & financial targets by pulling weekly, monthly and seasonal reports to track target achievements.

Achieved targets through KPI analysis: Drove sales and delivered exceptional customer experiences by providing care to customers both in-store and throughout their journey.

Managing pricing, deliveries and stock assortment: Supported administrative procedures and assisted with stock-taking, pricing, and displaying (visual merchandising) to enhance the overall customer experience.

Clientelling and building relationships through CRM: Received comprehensive retail sales training to build long-term relationships.

- **Sales Associate**

COS | Mar 2017 - Sep 2018

Support to develop customer loyalty and optimize sales, while achieving daily sales targets.

- **Tourist Information Centre Assistant**

EUROTAX PAYBACK AB | Jun 2015 - Mar 2016

Assisted with hospitality, administration, experience creation and tax-free refunding.

- **Salesperson**

VG - Verdens Gang AS | Apr 2009 - Jan 2014

Media Sales Associate

Education & Training

2018 - 2019

- **Xi'an Jiaotong-Liverpool University**
Study Abroad,

2016 - 2019 ● **BI Norwegian Business School**
Bachelor's degree,

2014 - 2015 ● **Roosevelt High School**
High School Diploma,