Jordan Nasser

# Profile

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Skills  
Branding

Marketing

Communication

Creative Direction

Social Media

E-commerce

Languages  
English - native

French - conversational

Swedish - conversational

Nationalities  
American

Swedish

Dynamic and proven Chief Marketing Officer with a focus on branding, marketing, communications, strategy, and innovation to drive customer interaction and activation. Recognized as a creative and strategic leader with international competence, adept at managing budgets exceeding 5 million USD. Demonstrates a blend of creative flair, strategic thinking, analytical prowess, and operational efficiency.

# Strengths

# Creative Visionary: Acclaimed for pioneering H&M’s digital transformation, earning the title "H&M’s Digital Mastermind" by Fast Company. Adept at conceptualizing and executing innovative strategies that drive substantial growth in followers, web traffic, and e-commerce sales.

# Strategic Leadership: Led the top-to-bottom redesign of branding, marketing, and communication materials at Enkla Financial, resulting in a significant expansion of the client database and increased PR impressions.

# Global Collaboration: Proven success in engaging and onboarding prominent international clients, fostering multi-brand cooperation at H&M, and consulting globally across retail, fashion, and financial tech sectors.

# Effective Team Management: Led cross-functional teams, reducing budget waste and achieving significant cost savings while maintaining high-quality standards.

# Career Highlights

Enkla Financial, Chief Marketing Officer; Stockholm, Sweden

(2018-Present)

* Spearheaded a comprehensive redesign of branding, marketing, and communication materials, fostering exponential growth in potential client database and generating over 800,000 PR impressions.
* Successfully broadened investment opportunities and elevated the company's profile.

Looklet, Global Director of Brand & Marketing; Stockholm, Sweden

(2016-2017)

* Transformed e-commerce fashion photography provider through a strategic overhaul, doubling internet traffic and achieving a 50% increase in Google searches.
* Secured major international clients including Neiman Marcus, Hudson’s Bay, Lord & Taylor, Saks Fifth Avenue, Gilt, and Bergdorf Goodman.

H&M, Global Head of Digital (2010-2014) & Global Head of Digital Marketing (2008-2010); Stockholm, Sweden

* Pioneered H&M's digital ecosystem, doubling conversion rates and multiplying the customer base.
* Spearheaded global concepts and strategies, ensuring H&M's leading edge in technology and customer interaction.
* Led digital marketing efforts globally, achieving the #1 lifestyle app in the Apple App Store in 38 countries.
* Fostered cross-functional and multi-brand collaboration to reduce IT and digital marketing production costs by up to 50%.

H&M, Advertising Project/Production Manager; New York, NY, USA

(2006-2008)

* Initiated H&M’s first global social media channels, amassing over 150 million followers worldwide.
* Pioneered geo-tagging, brand tagging, and personalized URLs with Facebook, now industry standards.

# Experience

* **Expert Advisor, Guidepoint; Remote (2014-Present)**
  + Consultant in retail, fashion, and financial tech sectors.
* **H&M, Visual Buyer; New York, NY, USA (1999-2006)**
  + Strategically sourced and purchased materials, contributing to 200+ new retail sales outlets in North America.
* **Warner Bros. Studio Store, Visual Coordinator; New York, NY, USA (1996-1999)**
  + Executed visual displays in a flagship retail environment, earning numerous press accolades.

# Education

University of TN - Knoxville, TN — Bachelor of Arts

Summa cum laude

Université d’Angers - Angers, France — Scholastic year abroad

# Extras

* Accomplished author of four fiction novels, reaching the Amazon Top Ten LGBTQ Kindle list.
* Experienced actor in commercials and television.
* Avid vinyl collector, accomplished cook, and proud father of twin girls and one very fluffy Cavapoo.