

Madeleine Lohne

Digital Marketing Student & Social Media Manager

About

I am a creative and driven Digital Marketing student with long experience in retail and e-commerce where I have been given opportunities to work with content creation on social media platforms, product selection and buying, visual merchandising and more.

Experience

W22 DESIGN

Social Media Manager | November 2020 - present

- In charge of all social media platforms and website of the store
- Producing content and campaigns on Facebook and Instagram, as well as update and maintaining content on the website/online shop
- Packing online orders to customers and take care of the logistic
- Work with goals and budgets

PERSHUS AS

Store Manager & Social Media Manager | November 2018 - March 2020

- Store Manager at a shoe store with 5 employees
- In charge of product selection and buying of the right items at any times
- Work with budget and goals
- In charge of setting up a new online store for the physical store
- Styling and Visual Merchandising in store
- Content creation + marketing on social media

Academic Background

NOROFF

Digital Marketing | May 2020 - May 2022

- Topics: Creativity and storytelling for marketing, content marketing, website optimization, social media marketing, digital profiles and performance analytics.



Contact details

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Skills

- Adobe (Photoshop, Lightroom, Premiere Pro)
- Photography - Canon
- Shopify/Wix/Wordpress

Full Background (experience, academic & courses)

Experience

LOHNEPHOTOGRAPHY

Freelance Photographer | April 2020 - present

W22 DESIGN

Social Media Manager | November 2020 - present

HØYER

Contributing Photographer | November 2020 - April 2021

Sales Employee | June 2020 - November 2020

PERSHUS AS

Social Media Manager | September 2019 - March 2020

Shop Manager | December 2018 - September 2019

NOUW MEDIA

Freelance Editor & Photographer | May 2017 - January 2019

VARNER

Visual Merchandiser & Social Media Manager | August 2018 - December 2018

PERSHUS AS

Sales Employee | September 2016 - August 2018

MIIN, BARNA PÅ VERKET & BARK

Sales Employee | May 2013 - January 2017

DEN LILLE SJOKOLADEFABRIKKEN

Sales Employee | March 2011 - August 2014

Academic Background

NOROFF

Digital Marketing | May 2020 - May 2022

- Topics: Creativity and storytelling for marketing, content marketing, website optimization, social media marketing, digital profiles and performance analytics.

SCHOOL OF FASHION INDUSTRY

Fashion Industry | August 2016 - June 2018

- Topics: Business Economics, Production & Value Chain, Product Selection & Buying, Textile Theory, Legal Issues, Marketing, trend & Trendforecasting.

Courses

- Sales coaching
- Svinn course

Leadership Roles

- Drama director at High School

References

Available upon request

Online CV:

<https://madeleinenoroff3.wixsite.com/my-site>

LinkedIn Profile:

<https://www.linkedin.com/in/madeleine-lohne-763589157/>