

HAWSOON

JOBE

BRAND & MARKETING MANAGER |
FOUNDER | CUSTOMER EXPERIENCE

CONTACT

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Creative Portfolio
Vogue Magazine

SUMMARY

Brand and marketing professional with extensive experience in growth and execution, founder of a Vogue-featured fragrance brand. LVMH-certified in luxury industry fundamentals, brand creation, and operations & supply chain.

EDUCATION

Richmond University — The American International University in London

London, UK | Aug 2016 — Jun 2019
Marketing & PR

Foothill Community College

Los Altos Hills, CA, USA | Sep 2015 — Jul 2016
Marketing

Fulton Montgomery College

Johnstown, NY, USA | Sep 2013 — May 2014
Psychology

CERTIFICATES

A MARK OF LUXURY EXPERTISE

LVMH LUXURY INDUSTRY CERTIFICATION

LVMH — Issued 10/07/2026

An exclusive program by the world's leading luxury house, exploring the maisons' craft and heritage alongside the principles of Creation & Branding and Operations & Supply Chain.

- Copywriting with ChatGPT: Crafting High-Quality Blog Content — Coursera, 2025
- Start Writing Prompts Like a Pro — Google, 2025
- Modern Art & Ideas — The Museum of Modern Art, 2025

SKILLS

- Brand Building & Positioning
- Campaign Strategy & Go-to-Market
- Creative Direction
- Growth, Performance & CRM
- Paid Social Media Ads (Meta & TikTok)

LANGUAGES

English — Fluent
Swedish — Native

EXPERIENCE

MARKETING MANAGER

October 2023 — Present

Botkyrka Kommun — Stockholm, Sweden

- Executed digital marketing campaigns for Hemma i Botkyrka, reaching 15,000+ residents
- Wrote all digital copy for Hemma i Botkyrka campaigns
- Delivered editorial content featured via SVT Nyheter and citywide billboards
- Supported audio content production distributed on Spotify (5,000+ listens)
- Led a youth perfume workshop on scent and mental health (50+ participants)

FOUNDER & BRAND LEAD (OWNER)

August 2020 — Present

Port Au Mansa — Independent Fragrance Brand — Stockholm, Sweden

- Founded and led an independent fragrance brand
- Owned brand strategy, creative direction, and go-to-market execution
- Secured editorial coverage in Vogue, Svenska Dagbladet, and international press
- Led a curated Zalando activation (150+ attendees)

MARKETING MANAGER

March 2022 — September 2022

Creed Media — Stockholm, Sweden

- Conceptualized the Grammis Drip Check TikTok campaign, reaching 40,000+ organically
- Increased engagement by 28% through creative optimization
- Improved conversions by 18% via audience segmentation

JUNIOR CREATIVE STRATEGIST

November 2021 — July 2022

The Purpose Studio — Stockholm, Sweden

- Developed digital campaign concepts for Storytel and SVT using performance insights
- Contributed to content and channel strategy across multiple client accounts
- Increased newsletter subscribers by 100+ within six months

SALES ASSOCIATE (PART-TIME)

April 2020 — April 2024

Footlocker — Stockholm, Sweden

- Drove a 15% seasonal sales increase through in-store campaigns
- Reduced stock-outs by 25% through inventory coordination

SALES ASSOCIATE

August 2019 — February 2020

Le Labo — Stockholm, Sweden

- Exceeded monthly sales targets by 15% through consultative selling
- Delivered luxury-level customer experience

JUNIOR BRAND MANAGER

January 2018 — March 2019

ASICS — London, UK

- Supported integrated brand campaigns across UK and EU markets
- Developed campaign messaging aligned with global brand guidelines
- Managed customer communications across digital and retail channels

PUBLIC RELATIONS SPECIALIST

February 2017 — July 2017

i-D Magazine — Stockholm, Sweden

- Secured 10+ monthly press mentions through targeted media outreach
- Supported editorial teams on campaign visibility and launches

CUSTOMER SUCCESS MANAGER

August 2015 — July 2016

Brooklyn Circus — San Francisco, USA

- Managed 15+ client accounts with 95% satisfaction
- Improved customer experience by 18% through structured feedback loops