

NANNA LOUISE JUST LUCAS CV

00 45 31 16 10 75 / n.louisejustlucas@gmail.com
Flat 119, Great Arthur House, Golden Lane Estate
EC1Y 0RH

PROFESSIONEL EXPERIENCE

External Examiner - Bachelor
Communications Design and Media, Brand Design
Copenhagen School of Technology and Design
Apr 2023-Now

Head of PR and Marketing
Sif Jakobs Jewellery
Oct 2020-April 2023

PR and Marketing Manager
Carré Jewellery
Dec 2018-Sep 2020

PR and Marketing Coordinator
Billi Bi
Jan 2018-Nov 2018

PR and Marketing Coordinator
Hofmann Copenhagen
Nov 2016-Jan 2018



EDUCATION

MA Marketing Management
University of Westminster
January 2024-Now

Managerial Economics
Copenhagen Business School
August 2022-January 2023

The Theories and Practices of Organizing
Copenhagen Business School
August 2022-November 2022

Circular Economy and Sustainability Strategies
Cambridge Judge Business School
2021-2021

BA Design and business - Brand Design
Copenhagen School of Technology and Design
2013-2015

Design Technologist
Copenhagen School of Technology and Design
2011-2013

Online Communication and Marketing
Bigum & Co.
2016-2016

INTRODUCTION

With six years of experience in PR and Marketing for the jewellery and fashion industry, I have a strong understanding of industry trends and challenges.

I excel in devising and executing captivating marketing campaigns, elevating events, and crafting impactful content.

As a manager, I have led cross-functional teams and provided guidance and support to achieve results.

Highly organised and detail-oriented, I possess excellent communication skills and the ability to manage multiple projects effectively.

My experience has equipped me with the competencies and expertise to drive business growth through effective marketing strategies.

COMPETENCIES

Strong communication skills: I am able to communicate effectively with various stakeholders, including clients, colleagues, and media professionals.

Creative thinking: I like to develop innovative marketing and PR solutions.

Analytical skills: I have strong analytical skills to evaluate campaign results, identify trends, and adjust strategies as needed.

Adaptability: I am able to adapt quickly to changes in the industry and the market to keep the organisation's marketing and PR efforts current and effective.

Results-driven: I am focused on achieving measurable results and meeting the organisation's goals and objectives.

HEAD OF PR AND MARKETING

Sif Jakobs Jewellery

RESPONSIBILITIES

Collaborated closely with the Creative Director to develop a cohesive brand strategy across multiple international markets including Scandinavia, the UK, Germany, France, and the US.

Developed, implemented, and executed strategic marketing plans for B2C and B2B markets, taking full responsibility for driving the execution of marketing actions from start to finish, ensuring collaboration with stakeholders and leveraging internal processes.

Coordinated marketing strategies with sales, flagship store, financial, PR agencies, and design teams to ensure seamless project management and effective communication.

Oversaw the creation, execution, analysis, and reporting of comprehensive, innovative campaigns for product launches, while setting KPIs.

Managed and developed relationships with media and press partners, VIPs, and external PR agencies, effectively leveraging their networks for increased brand visibility.

Provided creative direction for all content, including social media shoots, photoshoots, video production, and newsletters, ensuring alignment with the brand vision.

Led a team of 2-5 marketing and PR specialists, providing guidance, support, and fostering their professional growth.

Prepared and presented insightful monthly and annual reports to senior management and investor groups, offering a comprehensive overview of the marketing department's performance.

Allocated department budgets wisely, ensuring optimal utilisation of resources while maintaining financial stability.

Coordinated in-store activations for flagship stores and retailers and planned and hosted in-store events for B2B and B2C customers and influencers.

ACHIEVEMENTS

As the Head of PR and Marketing at Sif Jakobs Jewellery, I have led initiatives that have enhanced the brand's visual identity and overall growth. My expertise in strategic planning, budgeting, branding, campaign management, media relations, and event planning has helped achieve key milestones, resulting in improved visibility and brand growth.

In my role at Sif Jakobs Jewellery, I curated the brand's visual identity through photography. By defining the brand's history and essence in photoshoots, I collaborated closely with the Creative Director to push creative boundaries. This involved selecting unique models and locations that aligned with the brand's values, creating a contemporary aesthetic that surpassed previous standards. The result was a refreshed and elevated visual identity that captured the essence of the brand.

In 2022, I contributed to a 37% growth of the company's Instagram following through strategic planning and effective campaign management. By creating engaging and visually appealing content that resonated with our audience, I helped increase our social media presence.

As the Head of PR and Marketing at Sif Jakobs Jewellery, I liaised with numerous PR agencies worldwide, ensuring that brand stories, new collections, and other key messages were strategically pushed at the right time, resulting in impactful and timely brand promotion globally.





PR AND MARKETING MANAGER

Carré Jewellery

Spearheaded the development of a cohesive visual identity across all markets.

Led the creation and implementation of comprehensive marketing communication plans for all target markets.

Provided creative direction for social media strategy on Facebook, Instagram, and other platforms, as well as overseeing paid advertising and newsletters.

Monitored and analysed key marketing metrics using Google Analytics to inform ongoing optimisation efforts.

Formulated and executed effective PR strategies across all relevant markets.

Designed engaging newsletters using Mailchimp to enhance brand engagement and drive conversions.

Managed and maintained the company's social media presence across multiple platforms.

Actively updated and maintained the company website in Magento and WordPress, ensuring a consistent online presence across all markets.

Supervised and mentored a team of 5 interns, assistants, and translators, ensuring high-quality output and fostering professional growth.

Provided creative direction for packshots, campaigns, and social media photo shoots, ensuring consistent and impactful branding.

Tracked monthly key performance indicators (KPIs) to assess progress towards marketing goals and identify areas for improvement.

PR AND MARKETING COORDINATOR

Billi Bi

Developed and executed public relations and social media strategies to enhance brand awareness and engagement.

Managed and updated multiple social media accounts with relevant and engaging content to increase online presence and engagement with target audience.

Conducted weekly outreach to influencers, stylists, and magazines, and kept an up-to-date press list to ensure effective communication and collaboration.

Established an image bank to ensure timely availability of updated media assets for media use.

Created graphic design work for various purposes, such as newsletters, ads, posters, and other marketing materials for leading Danish fashion magazines, including ELLE, Eurowoman, and Costume.

PR AND MARKETING COORDINATOR

Hofmann Copenhagen

Led the development of strategic marketing initiatives and activities to drive brand awareness and increase sales.

Built and nurtured strong relationships with media outlets by organising and executing monthly meetings with fashion influencers, stylists, and magazines.

Worked alongside Creative Director Heidi Hofmann to develop and execute social media (SoMe) strategies, as well as updating and maintaining social media accounts.

Coordinated and executed packshots, as well as preparing and organising annual photo shoots, including model bookings.

LANGUAGE

Fluent in Danish and English

QUALITIES

Adobe - Photoshop/InDesign, Mailchimp, Klaviyo, Falcon, Shopify, Magento, Wordpress, Word, Excel, Powerpoint



