

MONA NORREMO

Roslagsgatan 31, 113 55 Stockholm

070-4962583

mona.norremo@comhem.se

- Creative, structured, efficient and self-propelled.
- Communicative, methodical and academic in my way of working.
- Analytically inclined and have a good ability to prioritize.
- Meticulous and unpretentious personality with a developed sense of service.
- Easy to collaborate and build relationships.
- I can switch between detailed and comprehensive perspective, depending on the situation and needs.

WORK EXPERIENCE

2016 Fall - Current *Marketing Coordinator Home, Åhléns*

The core areas of the position include implementing ideas, concepts and communication plans. Act as support in all communications issues for the entire Business Area Home. In particular, the tasks involve managing internal and external communication work at strategic and operational level. Develop and manage routines and guidelines for material production. Develop production schedules and ensure that they are followed. Create and update a launch schedule for the department's external communications. Manage information and images for updating web and social media. Good knowledge of editing tools like InDesign, Photoshop and Illustrator, Excel, other Office programs.

2016 Spring *Buying Assistant and Brand Assistant Home, Åhléns*

Assisted buyers with varied tasks, e.g. handling article registration and article care in AIM, contacting suppliers, department stores and customer service. Initial order placement and delivery monitoring. Handling and labeling of photo samples, captions for catalog and marketing materials. Worked with the purchasing department's systems: Excel, AIM, RPM and RMS.

2015 Fall *Internship Buyers Assistant Home, Åhléns*

Assisted buying assistants with different tasks.

2000-2015 *Stylist, Stylist Mona Norremo*

Project management of photo shoots: booking of models, hair and makeup artists. Location scouting and bookings of: flights, hotels and locations. Trend analysis for coming seasons for editorial work.

Assignments for clients such as: Damernas Värld and DV Mode, DV Man, Plaza Magazine, King Magazine, Café, Dealer Deluxe Magazine, New York Times Magazine, Habit and NK Stil among others.

Representation by the following agencies: Skarp Agent, Birgitta Martin, Portfolio-Cph, Agent Bauer and ArtOfficial Agency.

Costume Designer

Organization and planning of photo shoots, casting of models. Project management to ensure delivery on time, to the right quality and within budget. Assign tasks and motivate the team to work together in projects. Assignments for clients like: H & M, Telia, Oriflame, Nokia, IKEA, Stadium, Gudrun Sjödén, Twilfit, McDonalds and Volvo.

2007 *Model Booker, Elite Models*

Casting of new talent for the agency from Sweden and abroad. Worked with customers to find models for still photography and commercials based on customer wishes and needs. Actively searching for new potential customers.

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EDUCATION

2015 *Fundamental Purchasing Technology, Högskolan i Gävle*

A course that provides knowledge in terms of: strategic, tactical and operational sourcing, purchase process, purchasing technology and vendor selection, delivery terms, the law on public procurement, quality and sustainable development and outsourcing. Through a project analyzing a company's purchasing problems and propose solutions to it.

2015 *Web editor, Runö Folkhögskola*

A training that provides knowledge of CSS, HTML and Dreamweaver publishing tools, how to optimize keywords, manage images, work with moving graphics, knowledge of the most common laws and understand the advantages and disadvantages of using social media as well as creating attractive images with the imagery in mind.

2014 *Buying Assistant-Fashion retail focus, Stockholm Tillskärarakademi*

An industry-oriented education that provides skills practical experience of work at a company with its own production. The training also includes trend seminar. Knowledge of materials and qualities as well as how to think when making purchases for many different customers. Practical use of PDM.

1993-1996 *Bachelor of Arts, Fashion Merchandising, M.Sc. in Business Administration, Kent State University, USA*

Studies in the business aspects of the fashion industry, skills development in fashion theory, fashion product promotion, collection building, quality assessment for production, fashion trends and color charts.

- Exchange semester at the London College of Fashion, studies in Fashion Merchandising.

SKILLS

- Word
- Excel
- PowerPoint
- Photoshop
- Google Analytics
- Illustrator
- InDesign
- Dream Weaver

LANGUAGES

Swedish: fluent, mother tongue

English: fluent, mother tongue

French: fluent

Italian, Spanish, Portuguese: basic to intermediate knowledge