

**René Jessen**

E-COMMERCE SYSTEMS

**+4**

Core focus areas

**+9**

Selected roles

# HELLO

- I'm René Jessen, a 36-year-old e-commerce systems specialist from Denmark.



## CASES

Scan portfolio cases

## CONTACT

LinkedIn only - scan QR

[dk.linkedin.com/in/renejessen/da](https://dk.linkedin.com/in/renejessen/da)



## ABOUT

I work with e-commerce and marketplaces with a focus on building the systems that make everything work in practice. My work sits at the intersection of product data, automation, integrations, and scaling across markets and platforms.

I do not primarily approach e-commerce as marketing, campaigns, or visual optimization. I see it as a systems challenge. When data, structure, and workflows are not aligned, growth tends to create more complexity instead of more efficiency.

## WHAT I DO

### Product data architecture

I structure product data and PIM models so information stays usable across marketplaces, channels, reporting, and internal workflows.

### Workflow automation

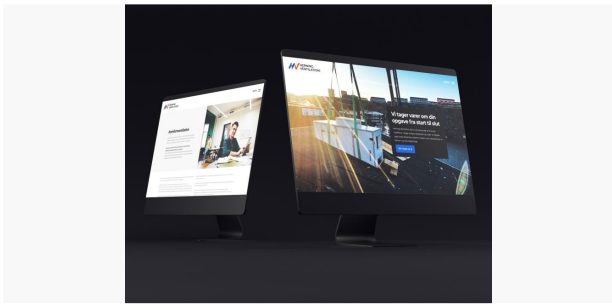
I reduce repetitive manual handling by designing practical automations where they create real operational value.

### Integrations and data flows

I connect systems through clear integrations and dependable handoffs instead of fragile workarounds and copy-paste operations.

### Marketplace and multi-market scaling

I build structures that support new markets and channels without letting complexity grow faster than the business.



### Herning Ventilation Website

Herning Ventilation · Independent Digital Consultant



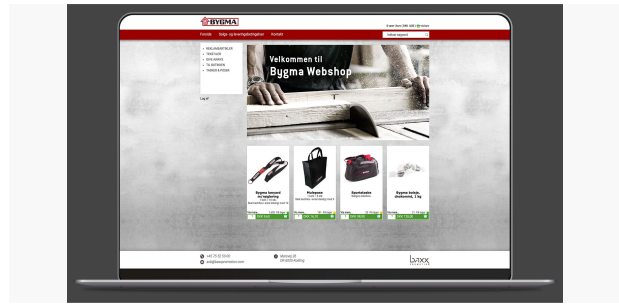
### Borgs Bryghus Website

Borgs Bryghus · Independent Digital Consultant



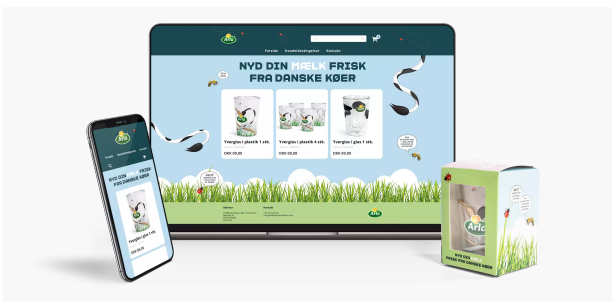
### Baxx Promotion Website

Baxx Promotion · Senior Graphic Designer



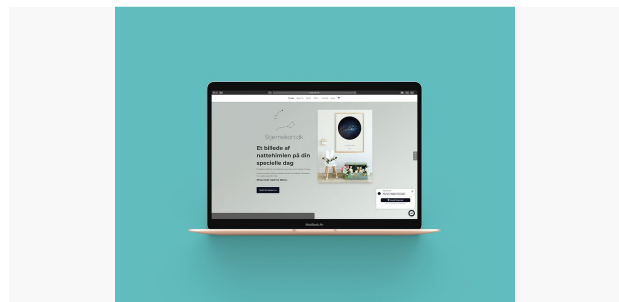
### Client Webshop Concepts

Metz A/S · Senior Graphic Designer



### Yverglas Gift Selection Website

Yverglas · Senior Graphic Designer



### Stjernekort Poster Shop

Stjernekort.dk · Founder / Designer / Developer

## EXPERIENCE

### E-commerce & Marketplace Operations

August 2022 – Present

Kabooki / JBS · Herning Municipality, Denmark

Hands-on responsibility for e-commerce and marketplace operations with a strong focus on Amazon, product data quality, scalable workflows, and system integration across multiple markets.

- Managed Amazon Vendor and Seller operations with a strong focus on listing stability, compliance, and long-term maintainability.
- Structured and maintained large-scale product catalog data using Plytix PIM.

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### Independent Digital Consultant

April 2019 – October 2022

Pasionel · Herning, Denmark

An independent phase spanning websites, digital execution, and business-facing problem-solving, strengthening a practical end-to-end understanding of how digital work is built, maintained, and improved.

- Worked across websites, design, content, and technical execution in direct collaboration with business needs.
- Built broad operational understanding of how digital assets, storefronts, and workflows need to connect in practice.

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### Founder / Designer / Developer

November 2019 – May 2021

Stjerne kort.dk · Denmark

A personalised star map poster business that deepened practical experience with product presentation, digital flows, and direct-to-consumer execution.

- Built a niche e-commerce concept around personalized products and digital ordering flows.
- Strengthened practical understanding of product setup, customer-facing execution, and commerce operations.

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## FORMATIVE EXPERIENCE

### Marketing Specialist

MitGavevalg.dk · May 2017 – November 2020

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### Senior Graphic Designer

Metz A/S · March 2012 – November 2020

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### Graphic Designer

A-TEX Promotion · 2012

### Graphic Design Intern

Jacob Jensen Design · 2011

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### DM Finalist in Media Graphics

Skills Denmark · 2011

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### Media Graphic Apprentice

NP TRYK · 2008 – 2011

## TOOLS & SYSTEMS

### COMMERCE

Shoporama, WordPress WooCommerce, Amazon Seller

### AUTOMATION & DATA

Make.com, Google Sheets, Google Scripts, Looker Studio, Excel

### AI & APIS

ChatGPT, Codex, Lovable.io, Google Gemini APIs

### ONLINE MARKETING

Meta Ads, Google Ads, Bing Ads

### GRAPHIC DESIGN

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Figma

### PLATFORM & DEVELOPMENT

Mac OS, iOS, WWW

## SELECTED FOCUS AREAS

### Product data structure for scalable multi-channel use

How product information should be structured so one foundation can support marketplaces, reporting, and future channels without repeated cleanup.

### Automation workflows that reduce manual handling

Practical automations that remove repetitive handling while preserving control, traceability, and maintainability.

### Marketplace operations built for long-term maintainability

Operational marketplace setups that protect listing continuity, support compliance, and lower the cost of scaling across markets.

## GROWTH AREAS

### Tendency to over-engineer early

When I see structural issues, I naturally want to design a robust and scalable solution from the start.

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### Strong preference for structure over speed

I prioritize clean data, well-defined processes, and maintainable systems.

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