



# JORDAN NASSER

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# JORDAN NASSER

*Inspirational and creative team leader*, I specialize in viewing brands from the customers' perspective.

Called "*H&M's Digital Mastermind*" by Fast Company, I work with branding, marketing, communications, strategy, and innovation to connect brands with customers in the best possible way.

I pioneered H&M's involvement in social media, mobile, apps, video, and newsletters, creating a world of interactions and connections that thrives to this day.

## **2018 - present**

Chief Marketing Officer, Enkla Financial  
*brand, marketing, communications*

## **2016-2017**

Global Director of Brand & Marketing, Looklet  
*brand, marketing, communications*

## **2010-2014**

Global Head of Digital, H&M  
*digital marketing, e-commerce*

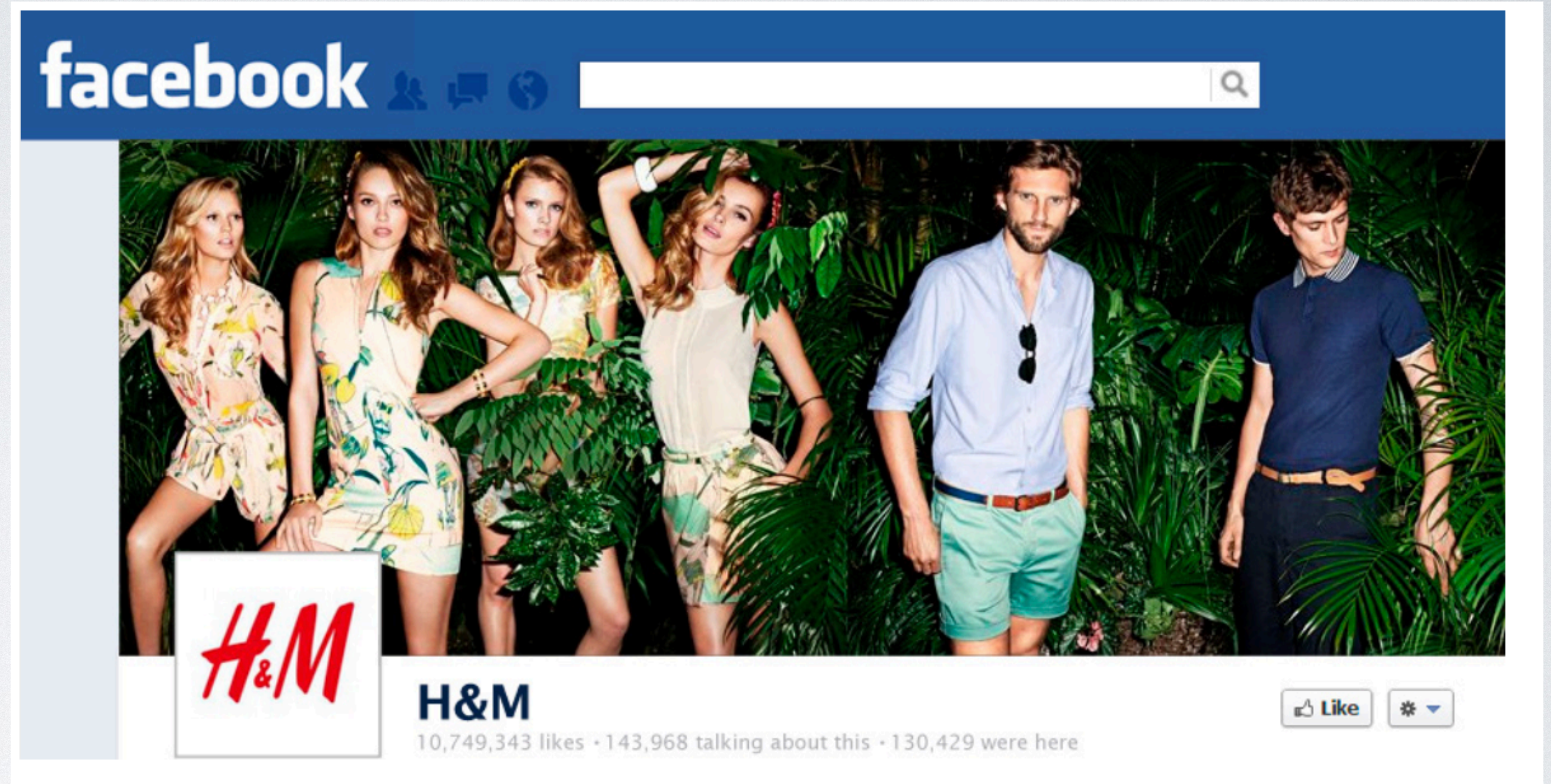
## **2008-2010**

Global Head of Digital Marketing, H&M  
*digital marketing, online, mobile, social media*

*pioneer*  
*H&M social media*

I personally started social media for H&M in 2006. Through my requests, Facebook granted H&M the first vanity URL, the possibility to geo-tag posts, and the ability to tag images as H&M, rather than an individual.

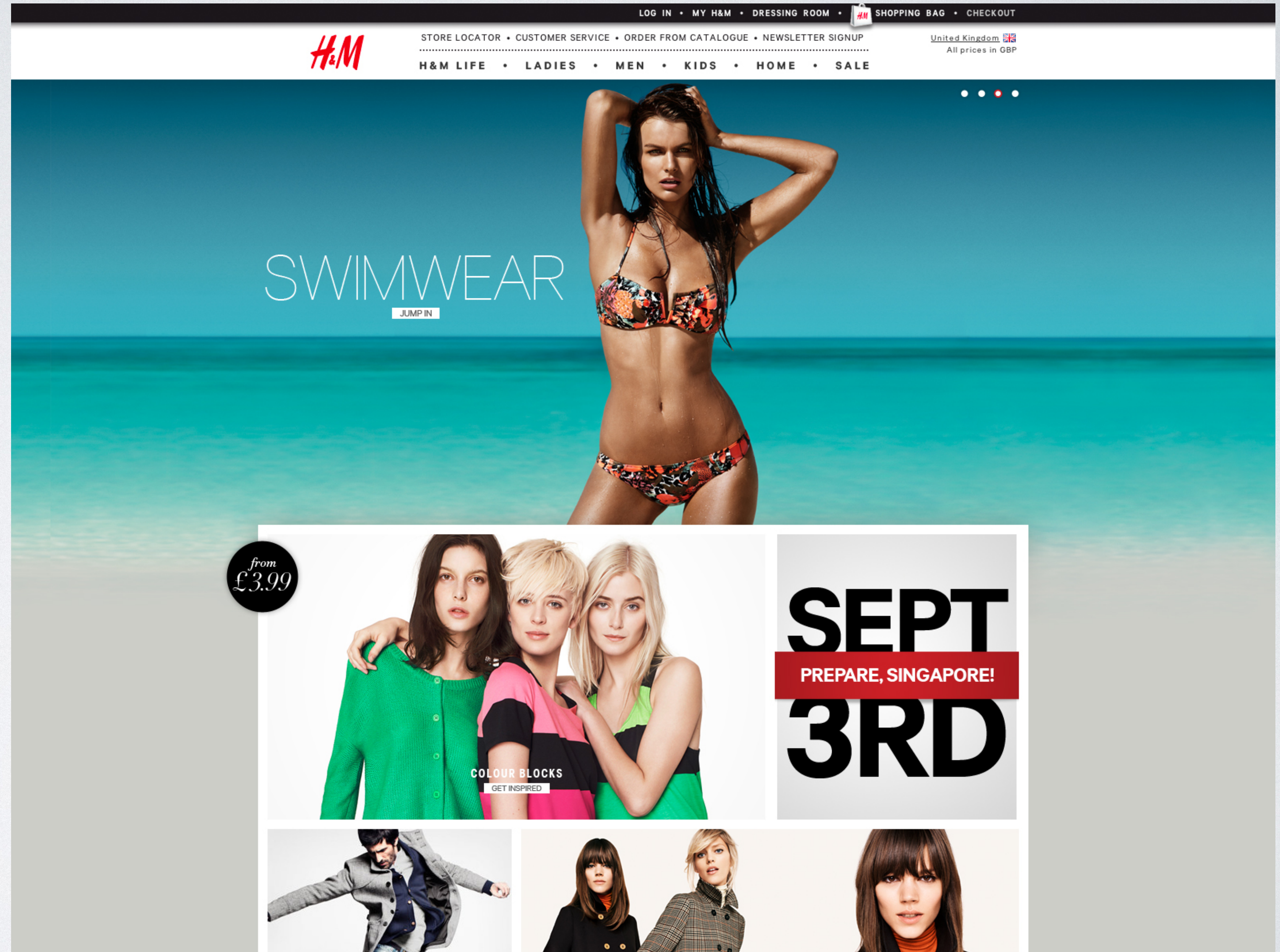
From Facebook, to YouTube, Twitter, Pinterest, and Instagram, my strategy led the company to unimagined social media success.



# concept, strategy, design

## H&M e-commerce

Worked within a multi-year project as Head of Digital to turn the inspirational marketing site into a full-fledged e-commerce machine.



# concept, strategy, design H&M e-commerce

My digital team took e-commerce worldwide, expanding into more countries each season.

The screenshot displays the H&M e-commerce website interface. At the top, there is a navigation bar with links for 'LOGGA IN', 'MITT H&M', 'DRESSINGROOM', 'SHOPPINGBAG', and 'KASSA'. Below this, the H&M logo is prominently displayed, followed by a secondary navigation bar with 'HITTA BUTIK', 'KUNDSERVICE', 'KATALOGSHOPPING', and 'NYHETSREV'. A language selector for 'Sverige' and 'Alla priser i SEK' is also present. The main content area features a large image of a woman wearing a magenta cardigan and black pants, with a smaller image showing the pants alone. The product title is 'Byxa Conscious Collection 99:-'. The description states: 'Byxa i stretchig twill med smal passform och normal midja. Sid- och bakfickor. Innerbenslängd 81 cm i stl 40.' The details section indicates '98% bomull, 2% elastan. Maskintvätt 40. Art.nr. 92-6180'. The color selection is 'FÄRG: Svart' and the size selection is 'STORLEK: Välj storlek' with options 34, 36, 38, 40, 42, 44, 46. A 'LÄGG I SHOPPINGBAG' button is visible. Below the main image, there are icons for '+ ZOOMA', 'HELSKÄRM', 'PROVA', 'DELA', and 'PLAY VIDEO'. At the bottom, there is a 'STYLA MED' section with four items: 'Linne 49:50', '2-pack knäst... 129:-', 'Cardigan 199:-', and 'Boots 399:-'. A 'FEATURED IN' section shows a woman in a red top with the text 'WAKE UP TO SPRING' and a 'GO TO CAMPAIGN' link. The page number '1 AV 17' is shown in the top right corner.

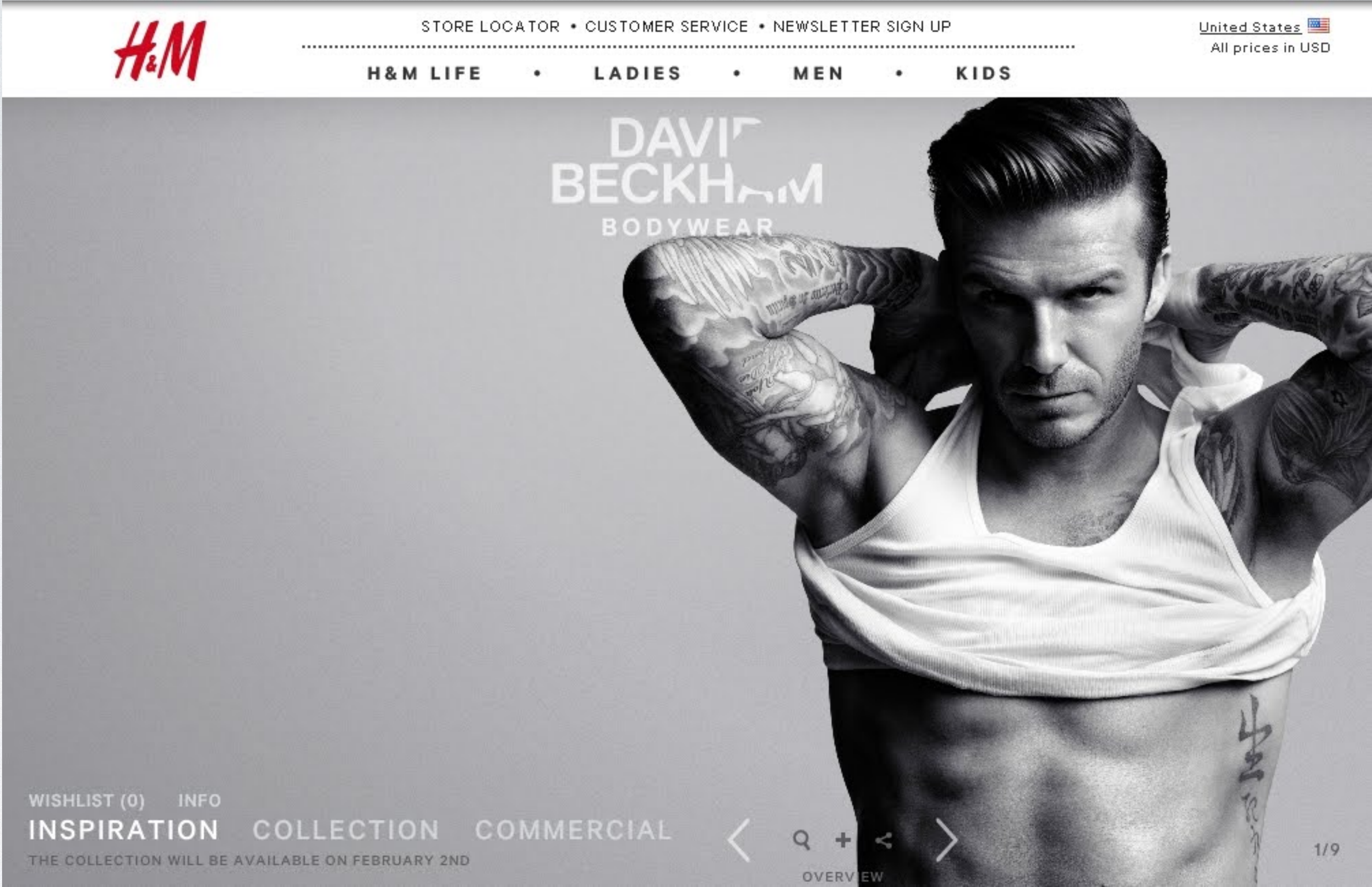
# concept, strategy, design H&M campaigns

From Lagerfeld to Versace, I worked with every major designer campaign from 2008-2014.

The image is a screenshot of the H&M website's top navigation bar and a featured advertisement. The navigation bar is black with white text, including 'LOG IN • MY H&M • DRESSING ROOM • SHOPPING BAG • CHECKOUT'. Below this is a white bar with the H&M logo on the left, a list of links ('STORE LOCATOR • CUSTOMER SERVICE • ORDER FROM CATALOGUE • NEWSLETTER SIGNUP'), and the text 'United Kingdom' with a UK flag icon and 'All prices in GBP'. A second white bar contains category links: 'H&M LIFE • LADIES • MEN • KIDS • HOME • SALE'. The main content area features a large advertisement for the 'VERSACE FOR H&M CRUISE Collection'. The ad shows a blonde woman in a colorful polka-dot dress lying on a white lounge chair by a swimming pool. The background is bright blue water. The Versace logo is visible in the bottom right of the ad, and a 'SE KOLLEKTIONEN' button is in the bottom left.

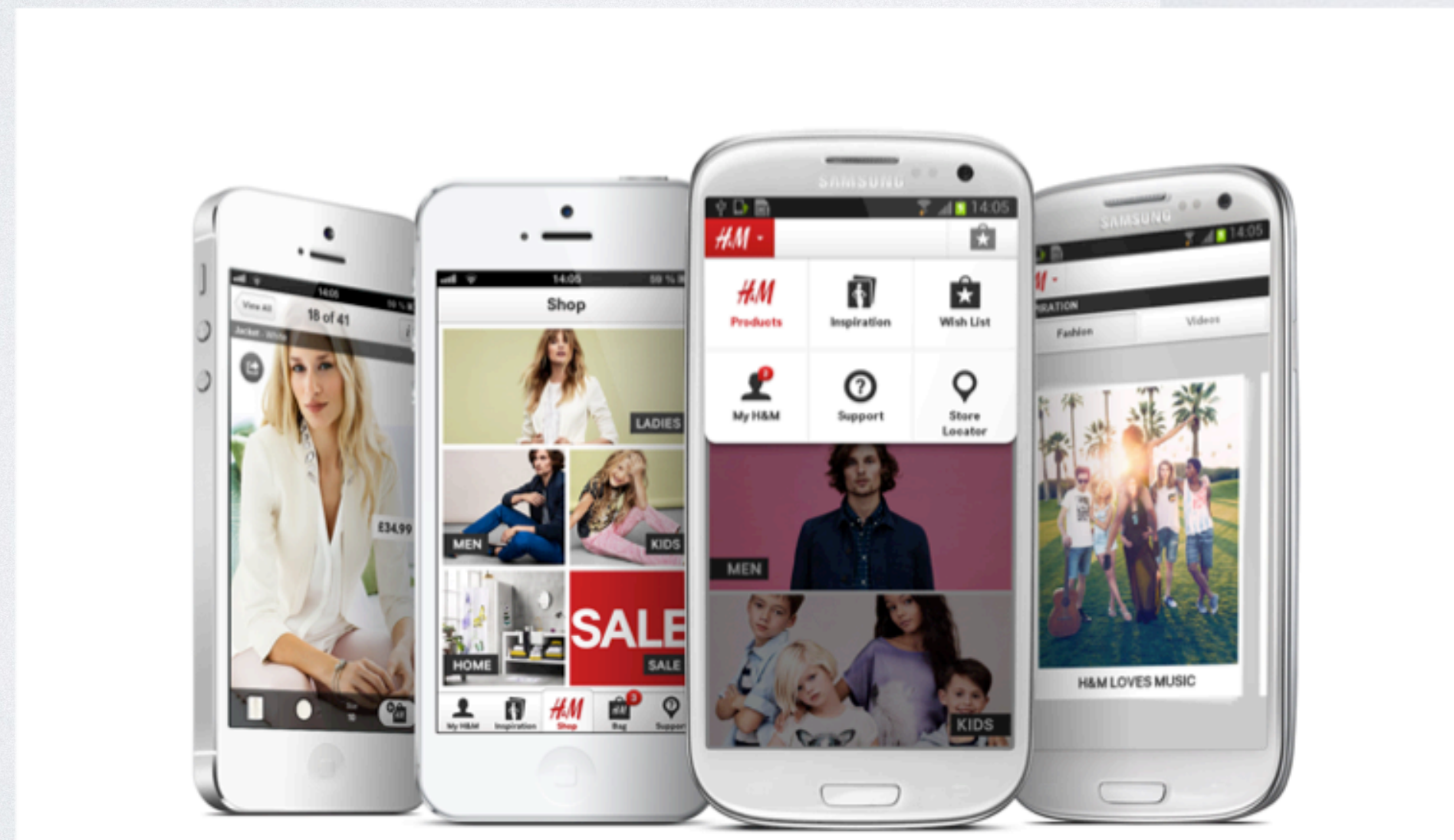
*concept, strategy, design*  
*H&M campaigns*

From desktop to mobile to the Super Bowl, I worked with celebrated art director Marc Atlan to bring David Beckham to the world.



# concept, strategy, design H&M mobile and apps

My team and I took H&M beyond the desktop space, into their first mobile site, Apple and Android apps. Our app launch was #1 in dozens of countries on launch day.





# concept, strategy, design

## H&M newsletter

Put loyalty to great use, by spearheading an initiative to actively communicate with customers via the newly formed H&M Fashion News.

The screenshot shows an H&M newsletter layout. At the top left is the H&M logo. A navigation bar contains links for HM.COM, STORE LOCATOR, FASHION VIDEO, STYLE GUIDE, and FASHION STUDIO. The main content area is divided into three columns. The left column features a large image of a woman in a grey blazer with a white t-shirt underneath. Overlaid on this image is the text '£10 off' in a large, pink, handwritten-style font. Below the image is a 'DON'T MISS OUT!' section with a promotional message and a 'See more' link. The middle column has a 'GIFT IDEAS FOR MUM!' section with an image of gift cards and a promotional message. The right column has a 'FASHION VIDEO' section with an image of a woman in a leopard print top and a promotional message. At the bottom, there are three social media links: 'JOIN US ON facebook', 'WATCH US ON YouTube', and 'FOLLOW US ON twitter'.

**H&M**

HM.COM STORE LOCATOR FASHION VIDEO STYLE GUIDE FASHION STUDIO

**£10 off**

**DON'T MISS OUT!**  
Hurry instore today to get £10 off all jackets and blazers. Only applies to womenswear and menswear. Limited period only.  
[See more >](#)

**GIFT IDEAS FOR MUM!**  
The H&M gift card is the perfect treat for your mum this Mother's Day. Gift cards can be topped up with a value between £1-£250. Available instore.

**FASHION VIDEO**  
In this week's episode, stylist and fashion blogger Columbine Smille looks through this spring's blooming Garden Collection.  
[Watch now >](#)

JOIN US ON [facebook](#) WATCH US ON [YouTube](#) FOLLOW US ON [twitter](#)

# concept, strategy, design

## H&M video

Assembled a video production team to produce original content for the website and YouTube.

The screenshot displays the H&M website interface. At the top, there is a navigation bar with the H&M logo, links for 'H&M.COM', 'FACEBOOK', 'TWITTER', and 'DRESSING ROOM'. Below this, there are links for 'H&M LIFE', 'H&M ON TV', and 'FEATURED'. A red 'Subscribe' button is located in the top right corner.

The main content area features a video player titled 'Swimwear – H&M Summer 2011'. The video shows three models wearing colorful bikinis on a beach. The video player includes a play button, a progress bar showing 0:00 / 0:20, and a 'Watch later' button. To the right of the video player, there is a description: 'Swimwear – H&M Summer 2011' from H&M, dated May 6, 2011, with 7,174 views. The description reads: 'Dive in to an ocean of striking swimwear! We've got the latest styles guaranteed to make you look smashing. Choose between bold colours, vivid prints and classic black.' Below the description are links to 'Rate clip and view comments' and 'Share this video', along with a Facebook 'Share' button.

Below the video player is a horizontal carousel of image thumbnails. The first thumbnail is highlighted with a red border. Below the carousel is a social media feed with several posts. The first post is from H&M, announcing new stores in China, Czech Republic, and Poland, and the launch of online shopping in the US. Other posts are from users like 'Jolka Rose', 'Sophie Kovacs', and 'Elena Cheng', discussing the brand's expansion and products.

# concept, strategy, design H&M life

Transformed H&M Magazine from a print edition to digital and launched an international fashion blog.

The screenshot shows the H&M LIFE website layout. At the top, there is a navigation bar with links for LOG IN, MY H&M, DRESSING ROOM, SHOPPING BAG, and CHECKOUT. Below this is a secondary navigation bar with STORE LOCATOR, CUSTOMER SERVICE, ORDER FROM CATALOGUE, and NEWSLETTER SIGNUP. The H&M logo is prominently displayed on the left. The main header includes the H&M LIFE title, a date of 21 december 2011, and a location indicator for United Kingdom. The content area features a grid of promotional tiles: 'YOUR GUIDE TO THE WORLD OF FASHION', a 'SIGN UP FOR FASHION NEWS' banner, and a 'H&M PICK OF THE DAY' section showcasing a blue denim shirt. A large featured article titled 'NEW WAYS TO WEAR BASIC JACKETS FOR SPRING' is accompanied by a photo of a woman in a black leather jacket. A social media section at the bottom right displays tweets and social sharing icons.

LOG IN • MY H&M • DRESSING ROOM • SHOPPING BAG • CHECKOUT

STORE LOCATOR • CUSTOMER SERVICE • ORDER FROM CATALOGUE • NEWSLETTER SIGNUP

United Kingdom  
All prices in GBP

H&M LIFE

HM.COM / H&M LIFE

21 december 2011

YOUR GUIDE TO THE WORLD OF FASHION  
ABOUT H&M LIFE

SIGN UP FOR FASHION NEWS

GO TO CAMPAIGN SEE ALL ITEMS

H&M PICK OF THE DAY  
LADIES MEN KIDS HOME

NEW WAYS TO WEAR BASIC JACKETS FOR SPRING

H&M FASHION NEWS

Tweet 0 Recommend +1 0

Keep it casual and cool with loose layers and pops of colour or print.

1. Baggy times  
With the skinny silhouette dominating the scene for so long, it's time for baggy trousers to make a comeback. Pair with a loose cardigan for maximum impact.

SOCIAL

ALL TWITTER FACEBOOK GOOGLE+

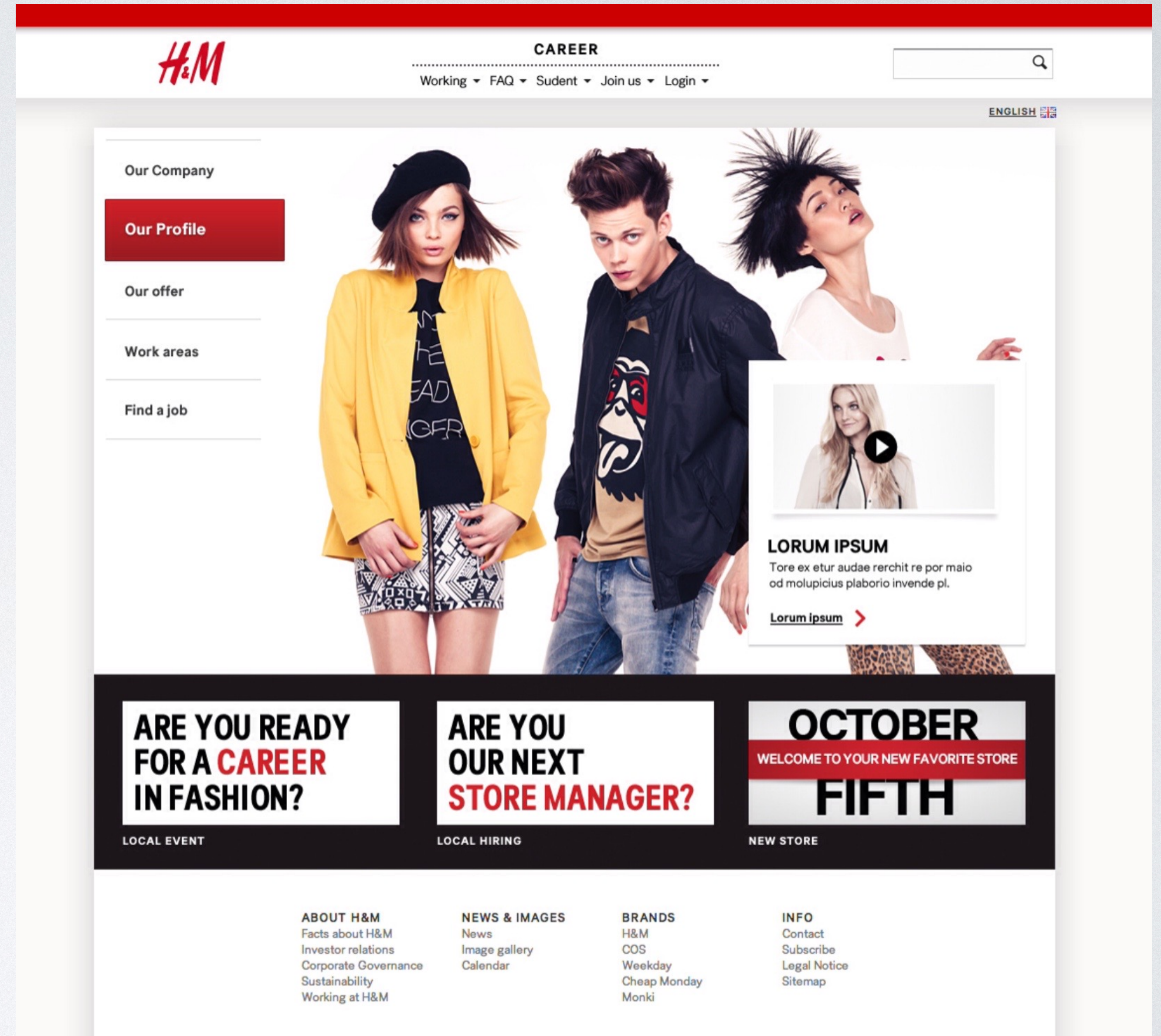
@hm said: Check out the the ultimate H&M gift guide at <https://t.co/Lwz95bAw> 7 hours ago

@hm said: @xruthloves Please get in touch with our Customer Service at <http://t.co/v50XyDfH> 23 hours ago

@hm said: @malacebola Nothing to report on Mexico yet, but we will shout it out as soon as there is! 23 hours ago

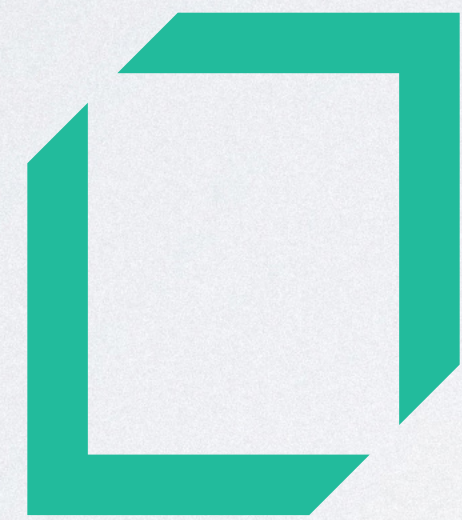
# concept, strategy, design H&M

Proposed a new web design and layout to attract new employees to the H&M career site.



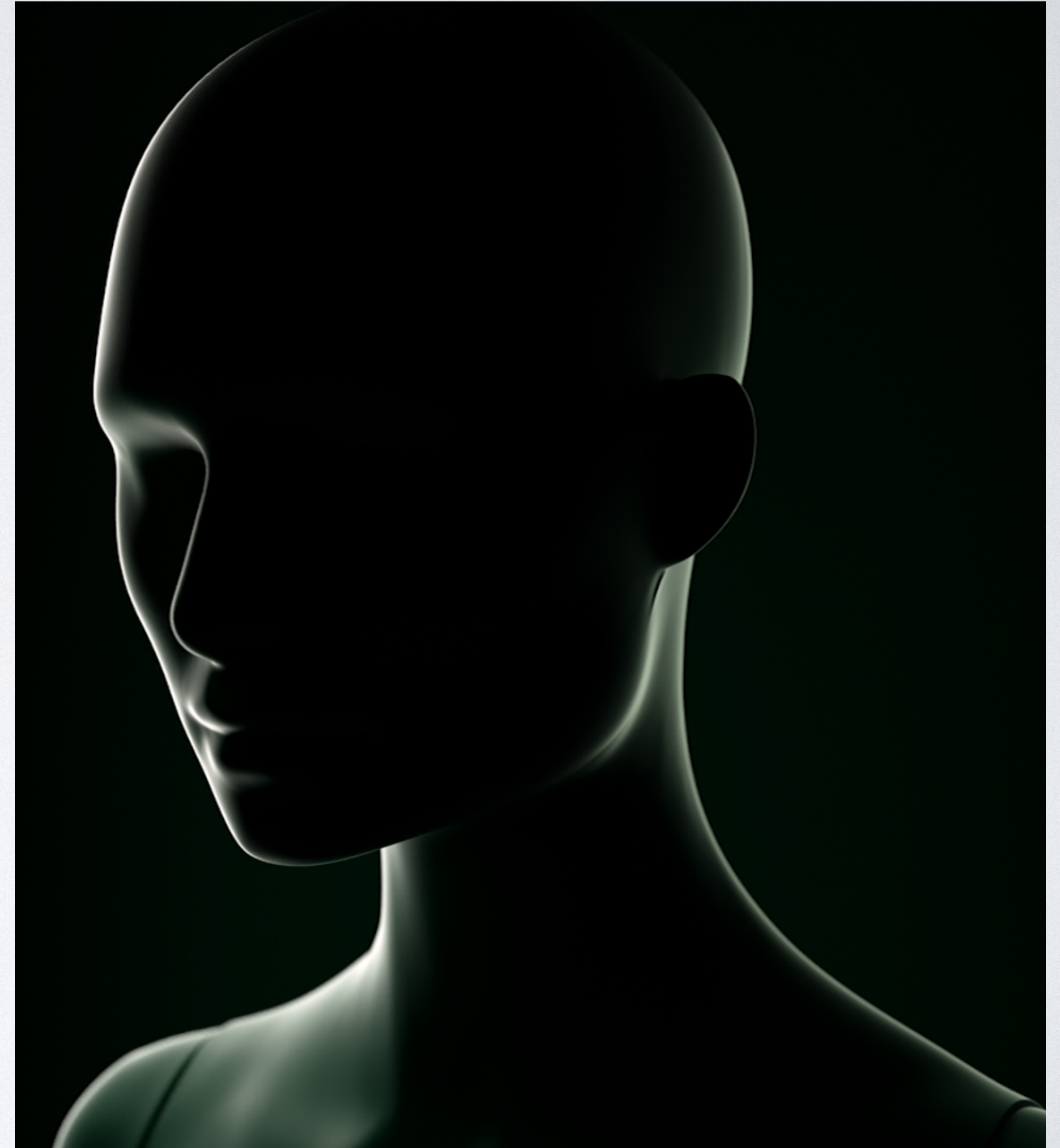
*brand identity and business launch*  
**LOOKLET**

Launched a new brand identity, marketing plan, and communications strategy for this Stockholm B2B digital fashion photography house.



**LOOKLET**

REIMAGINE FASHION IMAGERY



*brand identity and consumer launch*  
**ENKLA FINANCIAL**

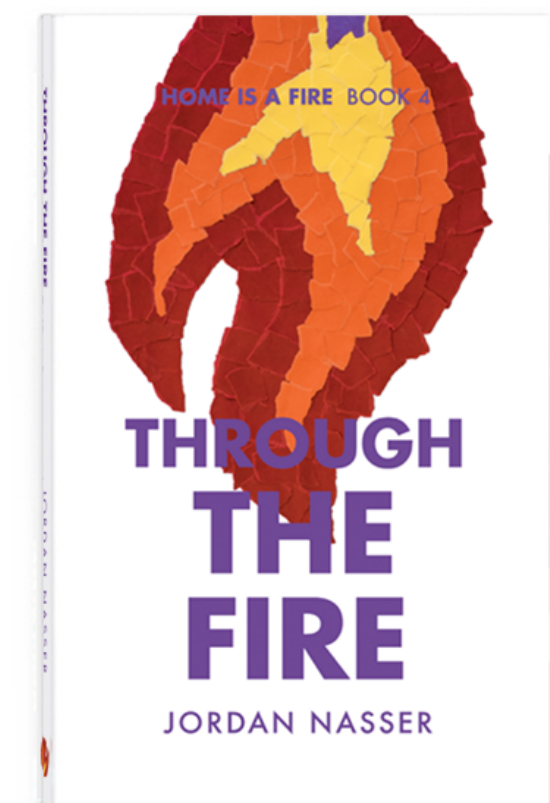
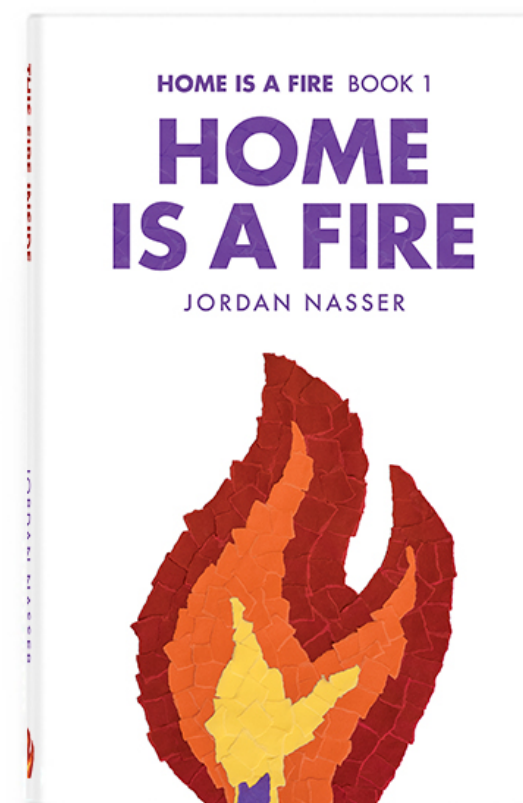
Created a brand identity, marketing plan, and communications strategy for this Stockholm mortgage lender.



**Enkla**  
**FINANCIAL**

*author and art direction*  
*HOME IS A FIRE book series*

Authored and published four successful novels. Art directed the covers with graphic designer Patrik Nerséus.



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