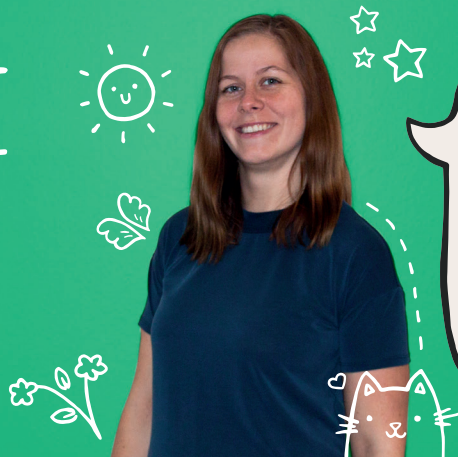


CHARLOTTE BROR JACOBSEN



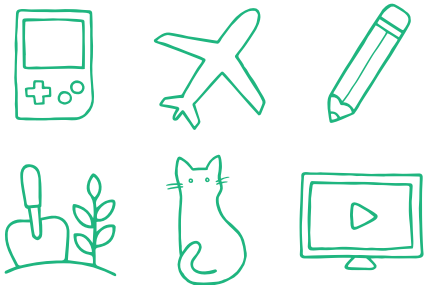
I always take pride in delivering high quality work, I'm curious and can tend to geek out a bit. I value the social community and my colleagues motivate me a lot in my daily work. I consider my work ethic to be one of my core values.

I live in Hasselager and I enjoy spending my spare time on everything from board games, video games and watching my share of Netflix, to gardening, DIY projects and quality time with my friend and my cat Arne.

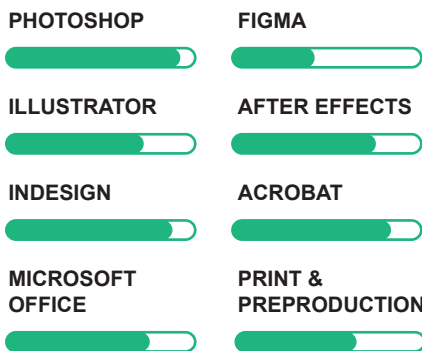
CONTACT

+45 2083 4496
charlotte@brorjacobsen.com
www.brorjacobsen.com

HOBBIES



SKILLS



LANGUAGE

Danish / Native
English / Fluent

EDUCATION

- PBA / PROFESSIONAL BACHELOR – SKOLEN FOR VISUEL KOMMUNIKATION**
Graphic Communication / 2013 - 2016
- HTX – HANSENBERG GYMNASIUM**
Communication/IT, English / 2010 - 2013

WORK EXPERIENCE

- GRAPHIC DESIGNER**
JYSK / Brabrand / May 2024 - Now
At JYSK I have been working in the brand management department, working with creating and developing the visual identity of the brand.
In my role I have had focus on creating campaign master material for international activities, including print for in-store and digital material for a variety of platforms. Also providing relevant solutions for our colleagues in the head office, buying, retail and e-commerce department.
My tasks are of big variety; from catalogues to in-store material, to digital materials and video animation/editing.
- GRAPHIC DESIGNER**
VILA / Stilling / Aug 2019 - Mar 2024
At VILA I was part of the e-commerce department, working together to ensure the visual identity of the brand on all online channels. Before this I was part of the marketing department for 2 years, creating relevant solutions for colleagues in both sales, buying, design, retail and e-commerce.
I had the responsibility of the B2B digital sales platform, involving B2B websites, app, newsletters, social media posts and ipapers - creating material ranging from video animation/editing, UI/UX, coding and graphic campaign elements across channels.
I was part of a 3D specialist team focusing on digital development - researching, testing and pushing opportunities, all from websites in Wordpress and Salesforce, to integration of 3D projects across marketing, digital sales and e-commerce.
Additionally, I have also been doing a variety of tasks and working on ad hoc assignments; from catalogues, to in-store and digital materials.
- GRAPHIC DESIGNER**
JACK & JONES / Brande / Dec 2016 - Jul 2019
At JACK & JONES I was part of the graphic team, that worked with creating and developing the visual identity of the brand, this was done in close collaboration with photo- and video production, as well as copywriters.
I created layouts and graphic material ranging from traditional marketing campaign visuals to branding related activities. My tasks were of big variety; from in-store and window material, to digital materials and catalogues
- GRAPHIC DESIGNER - INTERN & FREELANCE**
Yellow1 / Copenhagen / Oct 2015 - Jul 2016
During my internship at "Skolen for Visuel Kommunikation", I started as an intern at Yellow1 and continued as a freelancer after completing my PBA.
My tasks included logo design, CD/LP cover and album design, theater campaigns, theater and movie poster design, vector illustrations, magazine design, music video concepts and production, idea and concept generation, web banners, bus banners, preproduction, etc.