

René Jessen

E-COMMERCE SYSTEMS & MARKETPLACE SPECIALIST

I work at the intersection of product data, automation, integrations, and marketplace operations to build scalable e-commerce infrastructure across markets and platforms.



CASES

Scan QR



CONTACT

LinkedIn only - scan QR

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.

CORE STRENGTHS

- I see where a setup stops scaling before the symptoms become expensive.
- I break down complexity into concrete structures, workflows, and decisions.
- I design data models that remain usable across multiple systems.
- I replace manual friction with integrations where the payoff is real.
- I automate without losing operational overview.
- I build for maintainability, not just short-term delivery.

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, Xcode

E-commerce & Marketplace Operations

August 2022 – Present

Kabooki / JBS Textile Group · 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.
- Built and maintained automations in Make.com across Plytix, Shoporama, spreadsheets, and marketplace-related systems.
- Worked with APIs across commerce, analytics, and product data systems to improve data flow and operational reliability.
- Supported reporting flows with GA4, Google Sheets, and Looker Studio.
- Contributed to scalable SEO and content workflows based on structured data and AI.

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.
- Strengthened the bridge between design decisions, implementation quality, and maintainable delivery.

Founder / Designer / Developer

November 2019 – May 2021

Independent e-commerce side project · 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.

Marketing Specialist

May 2017 – November 2020

MitGavevalg.dk / Baxx Promotion, now Metz A/S · Kolding area, Denmark

Part of a broader progression in the same business context, connecting digital platform thinking, campaign execution, catalog work, and the bridge between physical and digital customer experience.

- Worked across digital platform needs, catalog execution, and customer-facing digital touchpoints.
- Contributed to the operational link between commercial messaging, assortment presentation, and digital delivery.

Senior Graphic Designer

March 2012 – November 2020

Metz A/S · Kolding, Denmark

A long formative period where responsibilities expanded beyond design into e-commerce development, webshop administration, product presentation, digital execution, and broader commercial work.

- Worked with product presentation, web-related execution, and e-commerce support alongside design responsibilities.
- Built broad commercial understanding by operating close to both physical products and digital customer touchpoints.

Earlier experience

2005 – 2014

Selected roles and formative experience · Denmark

Earlier roles across apprenticeship, internships, freelance work, and retail formed the foundation for structured execution, production discipline, and practical commercial awareness.

- UpstreaMarketing, freelance graphic designer, 2011–2014.
- A-TEX Promotion, graphic designer, 2012.
- Jacob Jensen Design, graphic design internship, 2011.
- DM finalist in media graphics, 2011.
- Sortberg+Hansen ApS, media graphic apprenticeship, 2008–2011.
- føtex / Salling Group, part-time retail assistant, 2005–2008.

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.