

Curriculum Vitae – Karolis Bingelis

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Education - (1998-2013)

Sep 1998 – Jul 2008 (10 years)

Art School Siauliai (Lithuania) - Diploma

Art Technology, Art History, Design, Sketching, Graphics, Computer Science, Information Technologies, Architecture, Graphic Design - Average mark 10.

Sep 1998 – Jul 2010 (12 years)

Siauliai J.Janonis Gymnasium (Lithuania) - High School Degree

Mathematics, History, English Language, German Language, Lithuanian Language, Biology, Physical Science, Geography, Arts, Sports - Average mark 9.6.

Sep 2008 – Jul 2010 (2 years)

Design & Technology (Lithuania) - Diploma

Information Technology, Design Technology, Software technology, Programing, Graphic Design - Average mark 10.

Aug 2011 – Jul 2013 (2 years)

VIA University College (Denmark) - AP Degree (Design & Business)

Entrepreneurship, Branding & Marketing, Design History, Fashion Design, Computer Science, Web Programming, Graphic Design, Internship in UK - Average mark 9.

Work Experience - (2013-2020)

Aug 2019 – Jul 2020 (1 year) - Kolding, Denmark

NÜMPH A/S (Fashion & Textiles) - E-Commerce Project Manager

Women's fashion brand is a largest of brands family together with Andless and Anerkjendt (Former Humör) in Kolding. Brands are operated of approximately 70 employees in Denmark, Scandinavia and Germany.

Responsibilities:

- **Brand Identity & DNA**
Implementation of new corporate brand design guide, secure omni-channel marketing material and communication.
- **Design & User Experience**
Implementation of new interactive design for B2B & B2C Sales channels, designing and programming new front-ends, secure customer journey.
- **B2C Development**
Analyse data, customer insights, change of existing customer journey, new font-end designs, integration of new functionalities, webshop service optimization.
- **B2B Development**
Optimize and upgrade old B2B platform with new front end design and changed user experience. Focus on higher conversions, user engagement and customer services.
- **Project Management**
Secure various Digital and E-Commerce projects from commercial design and technical perspective. Focus on planning and budget analysis.
- **New ERP & B2B Channel**
Taking care of business intelligence and digital user experience, data integrations with new ERP system via Trimmit NAV Business Central.
- **New B2C Channel**
Analysis and interviews with different web and software development vendors in Denmark, presenting it to management and investors, making full project scoping and handover.
- **Content & Campaign Strategy**
Establish new content and campaign making strategy for B2B and B2C, secure new photo studio implementation.
- **Online Marketing & Management**
Finding new marketing agency and establishing new B2C Online Marketing strategy, allocating budgets and setting new online parameters with conversions and customer relations.
- **Scale & Grow Existing KPI'S**
Analysing B2B & B2C data and performance, establishing new strategies and campaigns, making sure of better market position and scaling revenue on weekly/monthly basis.

Results:

- Success with new ERP and B2B Sales channels and portals integration via Trimmit NAV Business Central.
- Higher conversions and customer engagement via complete upgrade on B2B. Average Index score 120 comparing to last year.
- Huge success with higher conversions and customer engagement via complete upgrade on B2C. Average Index score 180 comparing to last year.
- Established and implemented new Brand Identity & Communication strategy, content and campaign strategy, online and digital process optimization.
- Success with choice of new B2C partners, new platform supplier, service suppliers and digital system integrations.

Find out more:

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Dec 2017 – Jun 2019 (1 year 8 months) - Kolding, Denmark

ISOLID (Fashion & Textiles)- Creative Business Developer

Casual lifestyle Men's fashion brand which was originally operated under company CNS Group in Kolding with approximately 80 employees and 24 retail stores in Denmark and Norway. Together with other three family-brands Tailored & Originals, Desires and Peppercorn, ISOLID brand is very well known and established in Scandinavia and Southern Europe.

Responsibilities:

- **Brand Identity & DNA**
Open new brand websites, improve company profile, brand and product presentation for ISOLID, Tailored & Originals, Peppercorn & Desires.
- **Brand Communication**
Implementation of new corporate brand design guide, secure omni-channel marketing material and communication.
- **Design & User Experience**
Implementation of new interactive design for B2B & B2C Sales channels, designing and programming new front-ends, secure customer journey.
- **B2B Development**
Analyse customer data, upgrade old B2B platform with new management tools, new user functionalities, new data sources from NAV, adapt old system to new B2B user experience.
- **Project Management**
Secure various Digital and E-Commerce projects from commercial design and technical perspective. Focus on planning and budget analysis.
- **New B2C Channel**
Analysis and interviews with different web and software development vendors in Denmark, presenting it to management and investors, making full project scoping and handover.
- **Implement with new Marketplaces**
Analyzing existing software and information technology sources, find and secure requirements from new Marketplaces, making sure of successful data source integration in NAV.
- **Content & Campaign Strategy**
Open new photo studio, secure implementation with new content making tools, camera equipment and computer software. Establishing new content strategy for B2B & B2C, incorporate marketing campaign strategy.
- **Online Marketing & Management**
Taking care of B2B customer database and online marketing activities, newsletters, communication with customers via email.
- **Scale & Grow Existing KPI'S**
Analysing B2B data and performance , establishing new strategies and campaigns, making sure of better market position and scaling revenue on weekly/monthly basis.

Results:

- Successful digital data integrations with new Marketplaces in Denmark, Germany and United Kingdom.
- Higher conversions and customer engagement via complete upgrade on B2B Front-Ends and User Experience. Average Index score to 140 on monthly basis.
- Established new Brand DNA & Communication strategy, Digital Brand Identity for the company profile on digital marketing channels.
- Successful new B2C Platform & Project negotiations with vendors and suppliers. 25-30% lower investments comparing to average.
- Successful B2C Business model pitching to management and investors.
- Established new Content and Campaign strategy, optimized resources and lowered content productions costs.
- Successful overall business growth, positive ROI for digital projects and investments.

Feb 2014 – Dec 2017 (4 years) - Brande, Denmark

SELECTED A/S (Fashion & Textiles) - E-commerce Project Developer

Unisex fashion brand is a part of BESTSELLER group, which is an international, family-owned fashion company with a strong foundation, leading fashion retailer in Scandinavia. With a range of more than 20 individual fashion brands, BESTSELLER provides fashion clothing and accessories for women, men, teenagers and children.

Responsibilities:

- **E-Commerce Development**
Analysing product categories and markets, implementation of new technologies, digital solutions, secure commercial user experience and higher conversion.
- **Content Strategy & Management**
New ecommerce content strategy in cooperation with overall campaign calendar, also making sure of digital content production, delivery, quality standards and implementation.
- **Secure & Grow Existing KPI'S**
Analysing ecommerce data and performance , establishing new strategies and campaigns, making sure of better market position and scaling revenue on weekly/monthly basis.
- **Project Development**
Implementing new projects on digital platforms, executing graphic design and programming tasks.
- **Project Management**
Secure successful project management in cooperation with central ecommerce department in Amsterdam and brand managers in Denmark. Leading development teams.
- **Graphic Design & User Experience**
Executing day to day Graphic Design projects and tasks, improving user experience and customer journey on ecommerce platform.
- **Brand Communication**
Helping marketing department to execute various design communication tasks and making sure that content material and brand communication is the same on all marketing channels.
- **Online Marketing**
Analysing customer relations and engagement, using statistics to improve services, executing brand newsletters.
- **B2B & B2C Development**
Developing on Salesforce (Demandware) user environment, establishing new and testing tools, implementing new functionalities, digital solutions, external and micro-services.
- **Social Media Marketing**
Helping marketing department to execute various social media communication tasks, providing ecommerce and campaign content material, making sure of cross and omni channel success.
- **Jack & Jones Ecommerce Development**
Helping Jack & Jones Ecommerce to optimize and improve their online and campaign presence, on site services, online operations and user experience.

Results:

- Success with taking a key development role for Selected Ecommerce which helped a brand to lift the conversions and turnover from small to large scale online retailer.
- Together with E-Commerce department we secured a success and growth of Selected E-commerce on average of index 160 from month to month for 4 years in a row.
- Success on leading development teams, various digital project development and management projects together with central e-commerce development team in Amsterdam.
- Success with various online executed campaigns such as Black Friday, Cyber Monday, Christmas, Season sales and theme driven campaigns.
- Successful campaigns and cooperations with Sustainability, Eco-Friendly products, Click and Collect in the retail shops.
Also using ambassadors from Euroman, Erik Sviatchenko, Antonio Banderas, Raveonettes, North Side and many other.
- Established new Online Content and Brand communication strategy, made influence for the brand's omni-channel model from a digital perspective.
- Successful cooperation, project management and campaign performance with other Bestseller brands such as Jack & Jones, Noisy May, Only.
- Our E-Commerce channel was awarded for being most innovative and best performing with growth KPI'S comparing to other Bestseller brands such as Jack & Jones, Only, Vero Moda.

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May 2013 - Feb 2014 (9 months) - Odense, Denmark

DANIA SIGNS (Digital Signage) - Project Manager

Digital Signage company based in Odense, Denmark with factory and physical production in Siauliai, Lithuania.

Company is operated by 60 employees and specialize both in physical signs production and integration of digital hardware and software solutions.

Responsibilities:

- **Visual Presentations**
Interactive presentations for clients.
- **Business Communication**
Interacting with clients, finding out their needs and requirements.
- **Business Case Analysis**
Category, Target group, Technology, Planning, Design & User Experience.
- **Graphic Design & User Experience**
Executing Graphic Design tasks and making sure of good experience via customer journey.
- **Project Management**
Fulfilling client's requirements, making sure of successful integrations with their purchased hardware and software solutions.
- **Technical Trainings**
Custom product trainings, technical coaching and education.
- **Brand Communication**
Brand DNA, executing company vision and values via company website and digital marketing material.
- **Product Analysis**
Visiting new suppliers and finding out about hardware and software technical parameters, technology, product lifecycle, usage and long term potential.

Results:

- Successful product implementations of new hardware and software suppliers from Germany, United Kingdom and Denmark.
- Multiple successful projects with technical integrations and supply chain development and communication.
- Established new Brand communication strategy, Digital Brand Identity for the company profile on digital marketing channels.
- Successful digital and graphic material execution to the clients.

Computer Skills

Microsoft Office (Administration) - Excellent

Over 15 years experience, Advanced pro-user for Word, Excel, Powerpoint, Outlook software.

Adobe Photoshop (Graphic) - Excellent

Over 10 years experience, Advanced pro-user for photo-editing, creative content management, web development and more.

Adobe Indesign (Graphic) - Excellent

Over 10 years experience, Advanced pro-user for making catalogs, magazines, marketing material, sales brochures and more.

Adobe Illustrator (Graphic) - Excellent

Over 10 years experience, Advanced pro-user for making logotypes, technical drawings, packaging designs and more.

Adobe XD (Web-design) - Excellent

Over 5 years experience, Advanced pro-user for making flat and interactive web and mobile application designs and user experience, customer journey visualizations.

Capture One 12 (Photostudio) - Excellent

Over 3 years experience, Advanced pro-user for making camera adjustments, photo production and file management.

Other software

During my e-commerce and digital experience I had a chance to try, test and work with large range of different web, software products and solutions. Including ERP, PDM, PIM, CMS, CRM, BI systems, content creation and management systems, project management and communication systems and more.

Programming Skills

Over 10 years experience. Advanced pro-user for HTML5, CSS3. Average user for Java, Php, Sql and Ruby.

Language Skills

English

Advanced. Perfect in understanding, speaking, reading and writing.

Danish

Beginner. Good in contextual understanding, Beginner in speaking, Average in reading, Average in writing.

German

Beginner. Good in contextual understanding, Beginner in speaking, Beginner in reading, Beginner in writing.

Lithuanian

Native. Perfect in understanding, speaking, reading and writing.

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