

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



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

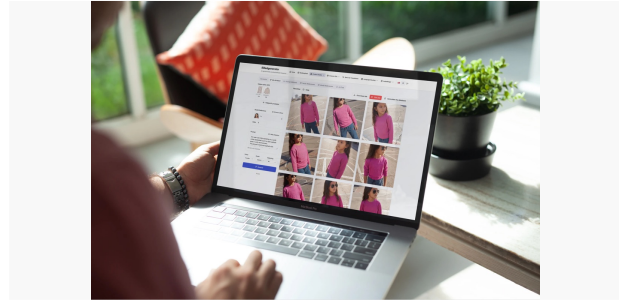
I build structures that support new markets and channels without letting complexity grow faster than the business.

SELECTED PORTFOLIO CASES



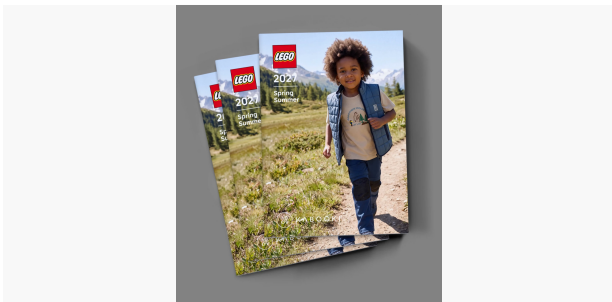
LEGOLAND Preorder Shop

Kabooki / JBS Textile Group · E-commerce & Marketplace Operations



AI Product Content Studio

Kabooki / JBS Textile Group · E-commerce & Marketplace Operations



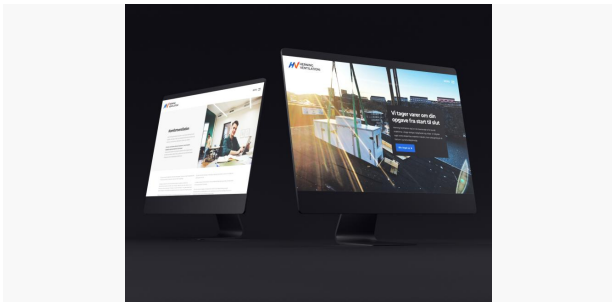
PIM-Driven Collection Catalogues

Kabooki / JBS Textile Group · E-commerce & Marketplace Operations



Mobile-First Newsletter System

Kabooki / JBS Textile Group · E-commerce & Marketplace Operations



Herning Ventilation Website

Herning Ventilation · Independent Digital Consultant



Borgs Bryghus Website

Borgs Bryghus · Independent Digital Consultant

EXPERIENCE

E-commerce & Marketplace Operations

August 2022 – Present

Kabooki / JBS · Herning Municipality, Denmark

Hands-on responsibility for e-commerce operations, marketplace infrastructure, and AI-assisted B2B platform development — combining Amazon, product data, automation, integrations, and custom software to make complex commercial workflows scalable.

- 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.

Independent Digital Consultant

2019 – Now

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.

Founder / Designer / Developer

November 2019 – May 2021

Stjernekort.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.

FORMATIVE EXPERIENCE

Marketing Specialist

MitGavevalg.dk · May 2017 – November 2020

Senior Graphic Designer

Metz A/S · March 2012 – November 2020

Graphic Designer

A-TEX Promotion · 2012

Graphic Design Intern

Jacob Jensen Design · 2011

DM Finalist in Media Graphics

Skills Denmark · 2011

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.

Strong preference for structure over speed

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