



PANA MOGREN

CREATIVE DIRECTOR

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Résumé

2019

Creative Director and **Producer** with an entrepreneurial mindset and a comprehensive background in fashion, retail and outdoor. Strategic, tactical and operative.

I have about 16 years of experience with managing creative projects on an international level with clients such as *Puma, Land Rover, MediaMarkt* and *MINI*.

I develop commercial concepts based on brand positioning and customer goals in line with communication strategy for full media mix. I also challenge the overall communication with sharp executions to strengthen the brand and increase "*Consideration to buy*".

At the moment, I create concepts and content through my own production company. I also offer full service productions for film- and photo crews. Mainly outdoor related productions.

Prior to this, I was leading Creative Director at Ellos Group (largest e-commerce store in fashion and interior in Scandinavia), responsible for establishing a creative structure for current seasons in line with Brand Value Proposition.

As an example of my impact the "*Consideration to buy*" numbers went from 11% to 22% during my first year. The company also saved approx 50% on all production costs I was involved in.

We implemented one of Scandinavia's most extensive brand moves, where I was responsible for how the brand was perceived, campaign productions, construction of digital store etc. This also included digital footprint, studio setup, image quality controls, photo- and video direction for all media.

Among other things I've been **Head of Design** for largest supplier of profile clothing in Scandinavia / opened 6 of my own stores with urban fashion and interior / founded 2 photography studios / been ambassador for outdoor brands and sold icecream in the winter.

On next page you get a short summary followed by a closer look at my résumé including detailed info about positions and experience.

You are more than welcome to get back to me with any inquiries!

Sincerely,

Pana Mogren,
Creative Director

CREATIVE DIRECTOR

Multidisciplinary Creative Director and hands-on creator with skillset in a variety of different fields. Strategic, tactical and operative.

I develop commercial concepts based on brand positioning and customer goals. I track down white spots, challenge overall communication, and increase consideration to buy.

Hands-on producing stills, films, graphics, web, identities, products and overall visuals.

Competence in Adobe package incl. Lightroom, Photoshop, Premiere, Illustrator, Indesign.

Comprehensive experience leading productions of major online projects as well as building wordpress sites and basic coding.

The strategic and tactical competence combined with the operative skills, makes a unique profile with a holistic perspective and deep understanding of several professions in any production chain.

PRODUCING

Managing teams producing film, commercials, editorials, documentaries, campaigns, acts etc.

WEB/GRAPHIC DESIGN

Layout, identities, guidelines, photo manipulation, coding. Adobe Illustrator. Adobe Indesign. Wordpress. HTML.

TEXTILE DESIGN

Apparel design, sourcing, international purchase, quality controls, export/import. Wardrobe and fashion styling.

ENTREPRENEURSHIP

Inventing and building brands and concepts, as well as "ready to go" business models from ideation throughout the whole process.

WORK

16 years of international work for clients such as Puma, Land Rover, MINI, Cosmopolitan, Vogue, Levi's, MediaMarkt etc.

CAUSES

Mentor for young entrepreneurs / Sponsor for charity organizations / CSR implementation at several organizations.

ACHIEVEMENTS

Best Exhibition Presentation / Best Independent Brand / Best Scandinavian Brand / Best Lifestyle Store / Postrutten Expedition -15.

EDUCATION

Fashion Design Management / Graphic Communication / Digital Retouch / Teambuilding.

PRIVATE

Sports and health / outdoor enthusiast / travel / living many years abroad / family with one kiddo /

BRANDING

Crafting impactful strategies. Brand values/aesthetic. Product design and implementation. Custom behavior and user experience. Innovative solutions.

A.K.A
PRODUCER

PHOTOGRAPHY

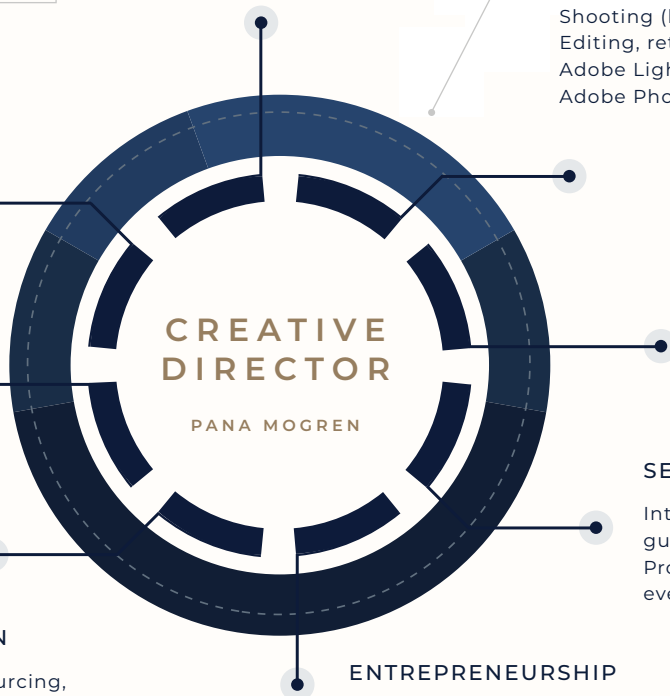
Shooting (handheld/aerial). Editing, retouching. Adobe Lightroom. Adobe Photoshop.

VIDEOGRAPHY

Shooting (handheld/aerial). Editing, retouching. Adobe Lightroom. Adobe Photoshop.

SET DESIGN

Interior design and visual guidelines for retail stores. Prop Master for commercials, events and acts.



// INTRO INFO AND SKILLS

- Comprehensive experience with international fashion / retail eCommerce business.
- Comprehensive experience and capabilities to lead creative teams in designing experiences that put the user in focus. This includes photographers, videographers, producers, art directors, stylists, graphic designers, programmers etc.
- Confident leading full design process from experience strategy and ideation through concept development and refinement to product design and implementation.
- I've been on both sides of the coin, clients side as well as on the production side, which gives me an excellent understanding of the complete production process.
- Strong communication skills with external partners so they can receive accurate briefs and follow projects from start to finish as well as staying on budget.
- Experienced in crafting meaningful and impactful strategies, visions, and concepts, working closely and collaboratively with clients. Good at conveying visual ideas to non-visually-oriented people / clients.
- Respect and understanding of the importance of brand values / aesthetic.
- Hands-on knowledge of creative development from photo, video, print, digital and textile.
- More than willing to roll up my sleeves and contribute to the growth. I work hands-on with photo, video and graphics.
- I'm a sharp visual creator with respect for details and customer experience. High quality level and a critical eye.
- Understanding of innovative solutions as well as customer behavior and user experience online.
- Up-to-date understanding of most interactive media and full knowledge of key design software.
- Striving to be ahead of the game by being proactive. Problem solver and used to making bricks without straws.
- Thanks to my comprehensive background I can bring in unique perspectives and industry best practices to fuse existing processes and methodologies.

// SUMMARY POSITIONS

- CREATIVE DIRECTOR
- PRODUCER
- PROJECT MANAGER
- ART DIRECTOR
- GRAPHIC DESIGNER
- TEXTILE DESIGNER
- PROP MASTER
- WEB DESIGNER
- WARDROBE STYLIST

// SOFTWARE

- PHOTOSHOP • LIGHTROOM • INDESIGN
- ILLUSTRATOR • PREMIERE • WORDPRESS

// ACCEPTING WORK

- FREELANCE • FULL TIME

CURRENTLY BASED IN STOCKHOLM.
HAVE A BAG OF CAMERAS AND A PASSPORT. WILL RELOCATE.

CREATIVE DIRECTOR

Moonland (founder) / Stockholm - Sweden / 2018 - (current)

Outline:

Combined my background in photo- and film production with my passion for the great outdoors. Connected my extensive network and started Moonland which is an outdoor production house with remote and authentic location scouting services, offered to film crews, advertising agencies, production companies and professional social media creatives. Also arranging adventure travels in the Norwegian outbacks.

Key responsibilities:

Handle location scouting prior to production and location services during production.
Managing creative professionals and communication with clients.
Project managing adventure trips.

Key achievements:

Invited as hot newcomers to *Cannes Lion*.
Chosen as the main location scouting provider in the Nordics by *5 Continents Production*.
Featured in *World of Locations*.

CREATIVE DIRECTOR

Ellos Group / Borås - Sweden / 2015 - 2016 (most recent employer)

Outline:

Leading e-commerce group in Nordic fashion and home furnishing with a turnover of just over \$300 million and about 900 employees. I came in to lead the brand through one of Scandinavia's most extensive brands moves. Going from mail order to full online presence.

Key responsibilities:

Creative Director for marketing campaigns and for establishing creative communicative structure for all seasons/collections in line with the BVP/Communication platform. Ensured that quality of communication resulted in sales and profitability, and that projects held commercial budget. Creative Lead for web, print, graphic communication, film, photo. Heavy productions schedules with international photoshoots and commercials produced in South Africa, US, Europe and Asia.

Key achievements:

Consideration to buy went from 11% to 22% during my first year.
We saved approx 50% on all production costs I was involved in.
Implemented sales through emotional storytelling instead of product first approach.
Launched the company's first ever CSR profile including sustainability principles, social responsibility, equality and diversity and supplier relations.

CREATIVE DIRECTOR

Pana Productions (founder) / Stockholm - Sweden / (international) / 2010 - 2017

Outline:

Freelance in several professions between full time positions.

Key responsibilities:

Set designer, prop master and visual soundboard on large scale productions for TV-commercials. Conceptualizing international photoshoots. Location scouting. Art Directing teams with photographers, stylists, makeup artists and models. Wardrobe stylist on international campaigns, catalogues and editorials. Designing company sites and online stores. Visual soundboard for corporate e-commerce groups. Creating artwork for fashion brands and clubs.

Key achievements:

Published work in *Vogue Spain*. Except this, each satisfied client in the book is a key achievement; *Clas Ohlson, 3, GOLIA, MediaMarkt, Elite, iD, Spoon, Puma, Levi's, MINI, Land Rover.*

CREATIVE DIRECTOR

Portfolio Factory (co-founder) / Stockholm - Sweden / Lisboa - Portugal / 2011 - 2012

Outline:

Content studio producing modelportfolios, editorials, lookbooks, stock and printed media. Helping amateurs, aspiring and established models to create and update their portfolios.

Key responsibilities:

Building the brand from ground zero. Including research, web- and graphic design, Creative Director in charge of Photoshoots, pre- and post. Putting together and managing teams of international creatives. Asia as main market.

Key achievements:

Teamed up with *Alamy* in a 360 deal and had a short but lucrative run. Created 247 portfolios in one year. With an entrepreneurial mindset and skilled eye we managed to launch the company in a very tight window, Pre Instagram advanced selfies, when the market for personally designed modelportfolios was blooming.

CREATIVE DIRECTOR

The P Concept Shop (founder) / Stockholm - Sweden / Tokyo - Japan / 2010 - 2012

Outline:

Lifestyle stores for urban gentlemen. Carried oddities and limited collections from independent brands from all over the globe. Strong concept blended traditional craftsmanship with streetwear. Total of 6 stores and pop-up stores in Stockholm and Tokyo. Combined with international online store.

Key responsibilities:

Creative Director and hands-on producer of the brand. Managing staff, purchase, negotiating deals, collaborations, marketing, finding ways to increase business.

Key achievements:

Selected by *Lonely Planet* as one of the best stores to visit in Stockholm 2012.
Selected by *TimeOut* as the hottest newcomer in Harajuku 2011.

TEXTILE DESIGNER

The P Concept Clothing (founder) / Stockholm - Sweden / Tokyo - Japan / 2007 / 2009 - 2010

Outline:

Tailored streetwear for urban gentlemen. Oversizing and classic smooth lines. High quality, workmanship, details and fitting, giving each piece of clothing a genuine and exquisite personality. The P Concept Clothing has been involved in numerous creative collaborations including clothing, jewellery and photography. The brand also won attention thanks to a concept reflecting the label's evolution and happy, loving approach to clothing and the modern gentlemen's lifestyle.

Key responsibilities:

Textile Design and direction of the brand. Manufacturer research. Purchase. Marketing and sales.

Key achievements:

Award for *Best Exhibition Presentation at Rookies & Players 2009*

Nominated for *Best Independent Brand at CIFF 2009*

Nominated for *Best Scandinavian Brand at Tokyo Fashion Fair 2010*

Selected by *TimeOut* as the hottest newcomer in *Harajuku 2011* (as part of The P Concept Shop).

HEAD OF DESIGN

ABC Group / Stockholm - Sweden / 2008 -2009

Outline:

Largest supplier in Scandinavia of fashion for high school and college kids.

Key responsibilities:

Creative Lead in charge of Graphic & Textile Design. Maintained brand identity through campaigns, print, web. Manufacturer research. Hands-on textile design for seasonal collections. Responsible for team of Art Directors, Photographers, Graphic designers and Programmers.

Key achievements:

Transformed the brand from a profile clothing brand into a modern and trendy brand influenced by American high school fashion.

Created an additional brand with premium approach which gained heavy sales on first round.

Creative Lead when launching on Danish and Norwegian market.

STUDIO MANAGER

Paulo Carvalho Studio & Jack Malipan Photography / Porto, Lisbon - Portugal / 2004

Outline:

Received stipendium from *Swedish Ministry* which I used to invest in an international career. Started out as an intern at one of the top photo studios in Portugal before I became Studio Manager.

Key responsibilities:

Photo studio tasks. Setting up light, photography gears, workflow etc.

Key achievements:

Managed to combine my work as Studio Manager with my skills as Wardrobe Stylist which eventually landed me jobs for well known agencies and magazines.

ART DIRECTOR & MODEL MANAGER

Catwalker / Stockholm - Sweden / 2003

Creative Lead for start-up model agency. Building brand identity, setting up network and new collaborations. Art Directing international photoshoots. Locations scouting and set design. Managing teams with models, photographers, stylists and make-up artists.

WARDROBE STYLIST

TWBP (freelance) / Stockholm - Sweden / Annecy - France / 2002 - 2004

Assignments for model agencies and fashion magazines such as *Vogue*, *Wilhelmina* and *Cosmopolitan*. Worked side by side with internationally renowned creatives which gave me experience in large scale production in an early stage in my career.

SHOP MANAGER

Quicksilver / Malaga - Spain / 2000

Supervising and training staff, managing budgets, maintaining statistical and financial records, dealing with customer queries and complaints, overseeing pricing and stock control, sales targets, preparing and styling promotional materials and displays.

SHOP MANAGER

4 YOU / Karlskrona - Sweden / 1999

Supervising and training staff, managing budgets, maintaining statistical and financial records, dealing with customer queries and complaints, overseeing pricing and stock control, sales targets, preparing and styling promotional materials and displays.

CONCEPT DIRECTOR

"Ready to Go" Business Models (founder) / Stockholm - Sweden / 2006 - 2017

Between projects I've created full commercial "profile clothing" concepts in varying sizes and sold as "Ready to go" business models. This included wordpress websites, supplier relations, physical studios and whatever needed to start selling from day one. Profit per project; 5 000 Euro up to 70 000 Euro.

Examples:

- * Digital worldwide collection of brands, shops and manufacturers, all dealing with T-shirts. Just T-shirts. Sold to major corporate company.
- * Online store covering the need of a clean, white T-shirt with high quality. Nothing more, nothing less. Selling in bulk direct from source. Environmental Öko Tex 100 Certifications.
- * Online store with environmental focus offering trendy tops in premium quality. Fabrics in Tencel Eucalyptus and 100% Naturally Sustainable Bamboo.

MENTOR

Tillväxtverket / Stockholm - Sweden

Supporting aspiring young entrepreneurs. By the end of 2018 I've helped a total of 12 entrepreneurs with structures in design, business strategies and marketing.

Examples:

- * Guided Yuko in branding and international relations so she could expand her tea business.
- * Helped Annika during a period of 3 months with market research and targeting clients in her work as a Graphic Designer.
- * Visual soundboard for Markus and Jon when transforming their independent clothing label into a commercial brand.

CONCEPT DIRECTOR

Uppdrag Tellus (co-founder) / Stockholm - Sweden

Created an interactive platform linking environmentally conscious Swedish companies, organizations, entrepreneurs and visionaries. Arranged events and fundraising. Together with partners we achieved to raise 65 000 Euro dedicated to preventing trafficking in Nepal.

SPONSOR

Charity Organizations / Stockholm - Sweden

Ongoing collaboration with charity organizations such as Västafrikahjälpen and Pingstkyrkan. Collecting samples, cosmetically damaged clothing and last season clothing for loading on shipments sent to schools in Uganda, Estonia etc.

WEB DESIGNER

Grön Demokrati / Stockholm - Sweden

Created brand identity and website for start-up political party. A party that stood for a democratic voice of renewable development, a transformation into a circular economy, and the hope for a sustainable society. They worked for a society where it should be easy to do right.

WEB DESIGNER

StudieFabriken / Stockholm - Sweden

Created brand identity and website for start-up helping kids with homeschooling, especially in mathematics.

SUPPORTIVE PERSON

Stockholm Stad / Stockholm - Sweden

A helping hand for people with mental disabilities. Visiting and helping out in their homes, shopping, paying bills and supporting them in social life.

BECOME AN ADVENTURER

Tierra Adventure Academy (most recent education) / Stockholm - Sweden / Norway / 2015

This unique education gives participants the right conditions and knowledge in outdoor life to carry out a variety of everyday getaways and extreme adventures - as well as inspire others to do the same. Engaging and active learning experiences with real consequences. Focuses on the development of interpersonal and intrapersonal relationships while participating in outdoor activities that include attributes of risk and challenge. Project planning, hypothermia, wildlife, tracking, survival skills and more. The education is led by some of Sweden's most well-known adventurers with Everest, K2, Greenland expeditions and more on their tracklists.

DIGITAL RETOUCH

Acadamedia / Stockholm - Sweden / 2005

Retouch and photo manipulation advanced level. A+.

GRAPHIC COMMUNICATION

NTI / Stockholm - Sweden / 2005

Graphic communication A + B + C.
Intermediate to Advanced skills in Adobe Creative Suit; Indesign, Photoshop, Illustrator.
A+

TEXTILE DESIGN & TEXTILE PURCHASE

Tillskärarakademin / Stockholm - Sweden / 2005 - 2006

Textile purchase targeting international market, mainly Asia. Manufacturer research. B2B relations. Admin. Textile design included pattern making, sewing, color schemes and combining full seasonal collections. A+.

MSC FASHION DESIGN MANAGEMENT

Grenoble Graduate School of Business / Grenoble - France / 2001 - 2002

Project management, understanding of brand identity and values, conceptualizing ideas, strategy, design management and supply chain techniques to control a creative process. A+.

FRENCH A + B

Ifalpes / Chambery, Annecy - France / 2000 -2001

SOCIAL SCIENCE PROGRAMME

af Chapman / Karlskrona - Sweden / 1996 - 1999

POSTRUTTEN

Expedition / Bergen, Trondheim - Norway / 2015

The first person ever to travel 1000 km by mountainbike and kayak in the footsteps of the postmen carrying messages along Den Trondhjemske Postvei.

Some years ago I heard about an old post route between Bergen and Trondheim that hadn't been in use since 1868. As part of Tierra Adventure Academy I decided to bring this route to life.

My purpose of the expedition was to challenge myself, but also to inspire.

Inspire friends, colleagues and professionals to open the door and leave their computer at home for a while. Inspire them to take their first step towards a healthier lifestyle.

Instead of doing as the original postmen did, using horses and rowing boats, I chose to use mountainbike for the first 800km and kayak for the final 200 km.

The challenge was to find the original route off the beaten track, prepare physically and mentally, calculate the risks and safely manage to go the whole distance in 14 days and 14 nights.

Several major sponsors helped me with gears and workout plans.

July 18th 2015, after 6 months of preparations, I set off on a historical journey through open sea, fjords and windy mountain passes.

August 1st 2015, a bearded and bruised man entered Trondheim in his kayak. With him he had a letter.

ADVENTURE ACADEMY NORWAY

Head of Education / Oslo, Voss - Norway / 2018

A unique adventure education giving participants the right tools, knowledge and support to plan and execute a variety of different expeditions. The education is led by experienced guides and some of our most well known Scandinavian adventurers. Participants are being trained in project management, bushcraft, navigation, hypothermia, storytelling and everything they need to know to be able to carry out their own dream adventure.

ADVENTURER OF THE YEAR

Board Member / Stockholm - Sweden / 2019

An award that each year elects a person for outstanding performance in the concept of adventure. The purpose of this award is to clarify the adventure as a phenomenon and highlight the human desire and motivation to implement and achieve their dreams.