

JORDAN NASSER

FRACTIONAL CMO & BRAND STRATEGIST · MARKETING DINOSAUR

Stockholm, Sweden · jordan@marketingdinosaur.com · marketingdinosaur.com · linkedin.com/in/jordannasser



I help consumer brands in Europe and the US get their story straight, reach the right customers, and put AI to work where it actually helps. I built H&M's digital presence from its first social channel, built a fintech brand in Sweden, and now build my own software with AI tools. I work through audits, brand sprints, AI workshops, and ongoing fractional CMO support.

SELECTED RESULTS

- **H&M** Grew social from the first channel to nearly 100 million followers across 40+ markets, and the website from 2 million to 20 million monthly visitors. Led digital for the designer collaborations and Fashion Against AIDS, which raised more than €13 million. Fast Company called me "H&M's Digital Mastermind."
- **ENKLA FINANCIAL** Built the brand and digital experience for Sweden's first fully digital mortgage provider. 50,000 signups in launch week, and the investment story behind a €200M credit facility.
- **LOOKLET** Led the rebrand from production tool to fashion storytelling platform. Site traffic doubled, and enterprise clients included Neiman Marcus and Saks Fifth Avenue.
- **OK2USE** Built and launched my own software platform with AI development tools, from positioning and pricing to the product itself.

RECENT CLIENTS

- **RUN RHINO RUN** (US race series, 2025 to now) Ongoing fractional CMO. Started with an audit, then rebuilt marketing operations: email on Stripo and Sendy, live registration numbers from RaceRoster in the campaign calendar, new website copy, and the social templates and posting schedule the team runs today.
- **VOLUMEER** (ongoing) and **JOBYLON** (2025) Brand strategy: positioning, mission and vision, tone of voice, and go-to-market messaging.
- **CANCER BRIDGES** (Pennsylvania nonprofit, 2025) Full marketing audit and a 12-month strategy, with ready-to-build email journeys for members, donors, and events, a new brand system, and social templates for a small team.

CAREER

Fractional CMO & Brand Strategist, Marketing Dinosaur (formerly JN Advisory)	2024 to now
Founder, OK2Use	2025 to now
Chief Marketing Officer, Enkla Financial	2018 to 2024
Global Director of Brand and Marketing, Looklet	2016 to 2017
Author, Home Is a Fire series (three novels)	2014 to 2016
Global Head of Digital Marketing, H&M	2008 to 2014
Global Social Media Lead, H&M, New York	2006 to 2008

ALSO

- Expert advisor with Guidepoint and GLG since 2010 (retail, e-commerce, and digital marketing)
- BA in Theatre and French, minor in Russian, University of Tennessee, Summa Cum Laude
- English (native), Swedish and French (intermediate)