

302 East 89th Street
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New York, NY 10128
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Marie-Louise Brannvall

Work Experience

February 2, 2015 – June 30, 2015

Glyn Peter Machin

Manufacturer of Luxurious Superyacht, Exterior and Interior Furniture

232 East 59th Street

New York, NY 10022

Showroom Director

- Responsible to set up and organize showroom in New York City, including layout.
- Establish relationship with architects and designers.
- Create product information sheets for the 200+ designs.
- Create purchase orders to head office in Denmark, price quotes and invoices to clients in North America.
- Follow up inquiries, quotes via phone email and visits.
- Create a customer data base.
- Daily bookkeeping and sales report to head office.
- Creating newsletters presenting new products.

October 1, 1998 – December 31, 2014

Scandinavian Design, Inc.

Import company specializing in designer furniture to the trade

347 Fifth Avenue

Suite 1507

New York, NY 10016

Showroom/Business Manager

- Responsible for the representation and marketing of furnishings and designs from Denmark, Finland, and Sweden to American-based interior designers and architects.
 - Conducting verbal and written translation/communication in Swedish and English, with distributors, buyers, designers of Scandinavian products.
 - Meeting with manufacturers international sales and market departments on a regular basis to discuss promotions, new products and strategies for marketing to the American customer.
 - Designed and set up our display for trade shows ICFF, where I also represented our company and connected with other trade representatives.
 - Assists in the procurement, inventory, shipping, custom clearance between North America and the Scandinavian countries.
 - Creating purchase orders to vendors, price quotes to clients, invoicing as well as daily bookkeeping using QuickBooks.
 - Maintaining and updating client lists of interior architects and designers including frequent contact introducing new products in our selection.
 - Designing and updating website. Creating monthly newsletter to the trade
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December 22, 1987 - January 16, 1998

Scandinavian Tourism, Inc.

Joint marketing/promotion service provider for the tourist bureaus of Denmark, Finland, Iceland, Norway and Sweden in North America

655 Third Avenue

New York, NY 10017

Marketing Department Supervisor

- Participated in the development of an international marketing and promotional strategy in order to achieve a competitive advantage in the industry, after conducting targeted market research and analysis of consumer behavior and motivation for travel to Scandinavia.
- Managed and supervised a staff of 10.
- Provided assistance and information to airline carriers, travel agents and tour operators who sell Scandinavian travel products in North America.
- Worked closely with Scandinavian counterparts on the aggregation, organization and dispersing of Scandinavian marketing products.
- Conducted verbal and written communication in Swedish or English with marketing staff, distributors and suppliers in the United States as well as in Scandinavia.
- Responsible for procurement, inventory, distribution and shipping, customs clearance between North America and the five Nordic countries.