



Vilde Mathilde Johansen

+47 90543436

vildematjoh@gmail.com

Oslo, Norway

vildemj.com

Engelberg, Switzerland

EDUCATION

Noroff School of Technology

UX-Design

Oct. 2020 - Sep. 2022. Part-time, online

- Part-time online vocational school while working full-time
- Technical and practical study of the digital customer journey
- UX research, wireframing, prototyping and interaction design

Sierra Nevada University, Nevada, USA

B.S. in Business Administration

Double Major in Marketing and Global Business Management

Aug. 2016 - May. 2019

GPA 3.89/4.0 and Dean's Highest Honors

- Valedictorian Nominee
- Secretary for the Young Professionals group
- Graduation one year earlier than expected with a double major on an Athletic and Academic Scholarship
- Director of Communication at SGA
- Secretary for the Young Professionals group

Service Learning and Study Abroad in South Africa

May 2017 - July 2017

Culture learning and community-based research management classes at the local Wild Life College, Kruger National Park. Volunteer work where as a team we implemented plumbing systems for orphanages, restored playgrounds, and improved the electronic system at schools

BIO

Project leader experienced in all things digital including eCommerce, digital marketing, online platforms, and UX-design. Specialised in strategy and implementing best practices, always putting the user/consumer first. Hands-on experience from the PE/VC environment in New York City and Silicon Valley. A huge sports enthusiast. A three-time national champion in USCSA freestyle skiing. Always a part-time ski-bum.

EXPERIENCE

Ski Lodge Engelberg, Switzerland

Market and Brand

December 2024 - June 2025

Leave of absence from my job at Sweet Protection to work, live and ski in the Swiss Alps. Leading all marketing initiatives for the legendary Ski Lodge Engelberg. Responsible for creating and executing marketing strategies, developing content, and enhancing the brand's presence across digital platforms. My role includes managing social media, influencers and athletes, storytelling, and engaging with the Ski Lodge community while skiing my heart out for the winter season of 24/25.

Sweet Protection at Active Brands

eCommerce Specialist

July 2022 - Present

Promoted to specialist after five months. Responsible for overall eCommerce budget and initiatives within Sweet Protection in all markets, ensuring we reach our revenue target. Execute both daily eCommerce business and paid media strategy as well as working closely with the marketing team to improve D2C strategy to increase growth, profitability, and brand awareness.

- Responsible for all website management, inventory, campaign and product launches and implementing SEO processes
- Oversee and manage the digital aspect of end-to-end-product launches
- Led, mentored and managed our eCommerce Merchandiser. Supported their development through training, performance reviews, and strategic guidance
- Execute the overall paid media strategy. Working with external agencies to set the best plan possible for optimising conversion rates, traffic and consumer journey
- Leading a successful launch of new eCom platform in 2023, working closely with all departments to ensure a smooth transition
- Growing our US eCom business despite challenging times with 15% YoY

eCommerce Merchandiser

February 2022 - July 2022

ACCOMPLISHMENTS

Sports

FIS Freeskiing - World Cup Judge

- Representing Norway as a World Cup and European Cup Judge in the 2024/2025 Circuit

Sports

1st Place – United States Collegiate Ski and Snowboard Association

- 3x USCSA National Champion Railjam (2017, 2018, 2019)
- 3x USCSA National Champion Slopestyle (2017, 2018, 2019)
- 3x USCSA National Champion OVERALL (2017, 2018, 2019)

Sports

The Norwegian Ski Association

- Main coach for the Women's Freeski Development team in Norway. Ensuring young women in Norway receive the correct training and encouragement to make their mark on the world-stage

LANGUAGES AND CULTURES

- Bilingual in Norwegian and English, written and speech
- Worked at three different continents
- Visited over 30 different countries

REFERENCES

Available upon request

EXPERIENCE

PoEx AS - Stavkroa, Hemsedal Cafe, NiNi Beach

Market and Brand Manager

April 2020 - May 2022

Responsible for all the marketing and digital initiatives for four different departments within the HoReCa industry. Leading a full digitalising project for all departments by launching four new websites, implement online booking systems and developing digital ticket systems. Handling all social media accounts.

- Successfully launching four new websites, all with different strategies and target audience
- Identify and manage content producers and advertisement agencies. Approve, edit, and review their work before publishing
- Running successful Meta strategy to increase sales and strengthen brand
- Working closely with partners such as BMW, Red Bull, Quicksilver, Nordica, and Oakley to ensure their products are being displayed and promoted correctly
- Organize successful events with head of each department

Extermstportveko Festival, Voss, Norway

Head of Snow

October 2020 - October 2022

In charge of overseeing all activities related to all snow-sports and planning a unique and engaging event at Extermstportveko. Recruit, schedule and oversee all volunteers as well as ensure their happiness and that they are enjoying the festival. Delegate tasks to the team and stay within budget. Recruit world-class riders for both events and land sponsors to the event. Perform risk assessment and create safety protocols so the event is safe to attend and work at.

Sierra Angels, Nevada, USA

Investment Coordinator and Senior Intern

August 2017 - July 2018

Screening early-stage start-ups seeking funding (pre-seed, seed funding, A-series) with a highly experienced and successful group of angel investors. Recruited and mentored three interns and created an extensive mentoring program for my successors to ensure a seamless transition. Coordinated due diligence and a total soft-circle of investments close to \$1,000,000 to successful revenue-trailing companies.

SKILLS

Project Management	<div><div></div></div>	UX-Design	<div><div></div></div>
Paid Media Management	<div><div></div></div>	Asana	<div><div></div></div>
Data analysis and Reporting	<div><div></div></div>	Email Marketing	<div><div></div></div>
GA4	<div><div></div></div>	Social Media	<div><div></div></div>
Figma	<div><div></div></div>	Organic/SEO	<div><div></div></div>
CMS	<div><div></div></div>		