

# Amelia Shroyer

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Marketing expert with over a decade of experience leading teams and driving successful digital marketing strategies

## Professional Experience



### Mellie Earrings - Owner and Designer

October 2021-present

Entrepreneur Design E-Commerce Branding

- started and run a small business making jewelry and home goods
- handles all e-commerce and digital media activities for the business
- 1.5 ROI in the first year, sold in two retail stores, and 5-star Etsy rating



### Happy Socks - Global Digital Advertising & Media Manager

January 2020-October 2021

Marketing Strategy Leadership Budgeting

- responsible for budget and strategy for all traffic-driving channels
- managed and mentored a team of seven marketeers
- A/B testing, ad segmentation, brand kits, business analysis
- piloted digital marketing campaigns in new channels and audiences



### Philips - Digital Performance Manager

March 2017-December 2019

Data Analysis Recruitment Mentorship Optimization

- compiled actionable, data-driven insights to drive marketing strategy and revenue growth for the Nordic market across 14 product categories
- recruited and mentored a team of six marketing and content interns
- procedural analysis and connection of previously-siloed teams



### AS Consulting - Marketing, Content & Design Consultant

March 2016-present

Marketing Strategy Writing Design

- strategic analysis and consulting to drive successful digital activations for a wide variety of clients, markets, and industries
- digital strategy, branding, paid media and content marketing services
- paid advertising and crowdfunding campaign management



### Automile - Marketing Manager

August 2015-March 2016

Marketing Copywriting Data Analysis Strategy

- managed paid media strategy to grow revenue and new customers
- content creation for website copy, social media, corporate blog, and customer documentation to drive the company's communication strategy
- continual analysis and reporting across marketing channels and KPIs



### House of Radon - Social Media Strategist

April 2014-July 2015

Social Media Copywriting Workshops Project Management

- social media strategy and content creation for clients including Electrolux, AEG, Ericsson, Sandvik & Maersk
- social media and PR for The Next Black, a documentary produced with AEG and screened at Berlin & London Fashion Weeks
- SEO research and optimization for YouTube videos and website copy



### Bonial GmbH - Online Marketing Manager

January 2013-January 2014

SEO Leadership Social Media Project Management

- content marketing & copywriting for social media, blog and website
- project manager for US product launch for social media and SEO
- trained and supervised SEO team of six specialists
- SEO research, optimization, and reporting across digital channels

## Education



### Southwestern University - B.A in Political Science

Class of 2009



### Institut Catholique de Toulouse - International Studies

Study abroad semester 2007

## Volunteer Experience



### Community Development Network - Comms Advisor

July 2014-December 2018



### Social Media Week Berlin - Advisory Board, Coordinator

July 2012-December 2018

## Skills

### Core Skills

Marketing  
Writing  
Strategy  
Leadership  
Data Analysis  
Project Management

### Data Analysis

Google Optimize  
Google Analytics  
Adobe Analytics  
Data Studio  
HotJar  
Funnel

### Advertising

Facebook Business Manager  
Google AdWords  
Twitch Ads  
TikTok Ads  
Twitter for Business  
YouTube Ads

### Design

Canva  
Procreate  
Figma  
Wordpress  
SquareSpace

### Project Management

Asana  
Trello  
Slack  
Microsoft Teams  
Google Drive

### Languages

English - native  
French - fluent  
Swedish - proficient

## Interests

