

Amelia Shroyer

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Marketing expert with over fifteen years of experience elevating international brands through effective digital marketing strategies

Professional Experience

 **AS Consulting** - Branding, Graphic Design & Copywriting Consultant
October 2021-present

Branding Graphic Design Marketing Writing

- Designed website content and communication strategy for a Web3 company in preparation for their ICO launch that raised \$25 million
- Graphic design, branding, and social media services for customers around the world in various industries, from filmmaking to real estate

 **Mellie Earrings** - Owner and Designer
October 2021-December 2022

Branding E-Commerce Design Sales

- Built up a brand from a part-time hobby to a full time business and sold 600+ products in the first year with a 1.5 ROI for physical and online sales
- Sold in two retail stores in Stockholm, 5-star Etsy rating, featured in The Local

 **Happy Socks** - Global Digital Advertising & Media Manager
January 2020-October 2021

Marketing Profitability Leadership Strategy

- Set global budget and strategy for all traffic-driving channels leading a team of 7
- Identified a product range with SEO potential and increased its revenue by 36%, generating 65% more traffic and 103% higher reach
- Piloted new channels with TikTok, Twitch, and podcast ads, earning 1.3 million views and 5,000 new followers from one boosted post on TikTok

 **Philips** - Digital Performance Manager
March 2017-December 2019


Optimization Data Analysis Recruitment Mentorship

- Increased on-page conversion by 16% over 14 different product categories
- Initiated a new way of working with SEO that increased search traffic by 41%
- Recruited and mentored a team of six marketing and content interns

 **Freelance Consultant** - Marketing, Copywriting & Design
March 2016-March 2017

Marketing Graphic Design Writing Strategy

- Ran communication strategy for a Kickstarter was 283% funded
- Increased blog engagement by 72% for one client in real estate
- Built websites, logos and provided strategic marketing advice to a wide range of clients in different industries from Web3 to filmmaking

 **Automile** - Marketing Manager
August 2015-March 2016

Marketing Advertising Copywriting Strategy

- Tripled web traffic in the first month with SEO, content marketing and ads
- Created a new consistent brand voice by crafting the website, company blog, newsletter and social media content
- Increased Google Ads lead generation by 37%

 **House of Radon** - Social Media Strategist
April 2014-July 2015

Social Media Copywriting Strategy Analytics

- Ran social media strategy for "The Next Black," a documentary film with 1.3 million views on YouTube, covered in 300+ publications and screened at Fashion Weeks
- Ran social media accounts for Electrolux, AEG, Ericsson, Sandvik & Maersk
- Ran social media and communication strategy for successful Kickstarter

 **Bonial GmbH** - Online Marketing Manager
January 2013-January 2014

SEO Social Media Leadership Copywriting

- Project managed brand launch in US market earning over 100,000 organic Facebook followers in the first 3 months
- Trained and supervised SEO team of six specialists
- Content marketing & copywriting for social media, blog and website

Education

 **Southwestern University**
B.A in Political Science
Class of 2009

 **Institut Catholique de Toulouse**
International Studies
Study abroad semester 2007

 **Forsbergs Skola**
Grafisk Design/Reklam 1 + 2
January 2024-present

Interests



Volunteer Experience

 **Community Development Network**
Communications Advisor
July 2014-December 2018

 **Social Media Week Berlin**
Advisory Board & Event Coordinator
July 2012-December 2018

Languages

English - native
French - fluent
Swedish - proficient