

AMELIE URBAN

Growth Marketer | Strategic Communicator

CONTACT

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SKILLS

- SEO
- SEM
- Conversion rate optimization (CRO)
- Performance marketing
- E-commerce
- Marketing Analytics
- Paid Social (Meta, Tiktok, Google Ads)

MARKETING TOOLS

- Meta, Tiktok- and Google Ads
- Looker Studio
- Shopify
- Lucky Orange
- Canva

LANGUAGES

- Swedish: Native
- English: Full professional proficiency (IELTS 8.0)

OTHER MERITS

- Volunteer at the Student Union Malmö Nation
- Drivers License B

PROFILE

Early-career Growth Marketer with background in Strategic Communication with hands-on experience from consulting and global brand environments. Passionate about turning insights into clear, high-impact communication that drives measurable business results.

EDUCATION

Growth Marketing, Berghs 2025 – 2026

Comprehensive full-time programme focused on data-driven digital marketing and measurable growth strategies. Developed practical expertise in web analytics, SEO/SEM, conversion rate optimisation (CRO), CRM and customer lifecycle management, as well as content and social media marketing. Emphasis on real-world projects, strategic thinking and the use of digital tools to drive customer acquisition, engagement and business performance.

Strategic Communication, Lund University 2022 - 2025

Comprehensive undergraduate degree combining communication theory with applied practice. Built expertise in strategic communication, public relations, brand management, and digital media, with an emphasis on analytical thinking and real-world problem solving.

SELECTED EXPERIENCE

Communications Intern, Dyson 03.2024 – 05.2024

Selected for a Communications Internship at Dyson Nordics in Stockholm, gaining hands-on experience in in-house communication within a global technology company. Supported the planning and execution of events, created and published press releases and news content, and contributed to internal reporting. Developed a strong understanding of corporate communications, cross-functional collaboration, and brand consistency in a fast-paced environment.

Junior Research Analyst, Comprend 06.2024 – 08.2025

Together with a team of eight summer hires, conducted qualitative and quantitative analysis of 638 European listed companies as part of the annual Webranking study. The team was divided into Investor Relations and Sustainability, where I specialised in the latter. This experience strengthened my understanding of the strategic importance of well-structured, transparent, and informative corporate websites, as well as how digital communication impacts stakeholder trust and engagement.

Communications Consultant, Lunicore 01.2024 – 03.2024

Worked as a Communications Consultant at Lunicore, a student-led consulting firm, delivering client-facing communication materials. Designed accessible and visually engaging brochures by applying principles of inclusive design, typography, colour, and layout. Gained practical consulting experience, strengthened client-oriented thinking, and enhanced advanced content production skills using digital design tools such as Canva.

ADDITIONAL EXPERIENCE

Student Ambassador, Lund University 10.2023 – 11.2023

Substitute Teacher, Saltsjöbadens Samskola 09.2021 – 05.2022

Sailing Instructor, Royal Swedish Yacht Club KSSS 2019 – 2021