

AMELIA KROKOS

LINKEDIN:AMELIA KROKOS

www.linkedin.com/in/amelia-krokos

Website: ameliakrokosmarketing.com

CONTACT

+44 7742 760336

ama.krokos@gmail.com

CM21 ORL

EDUCATION

HERTFORDSHIRE & ESSEX HIGH SCHOOL AND SCIENCE COLLEGE

2020 - 2022: A-Levels

Media: A

Business: B

Psychology: B

Certificate in Finance

Completed EPQ

LONDON SOUTHBANK UNIVERSITY

2022 2025: Marketing and Advertising with Digital Communications

I have successfully finished my studies at London South Bank University graduating with a First Class Honours in Marketing and Advertising with Digital Communications.

My final research project was on Brand Sponsorships in Formula 1 looking more specifically on brand activations and their effectiveness.

REFERENCES AVAILABLE ON REQUEST

PROFESSIONAL PROFILE

A creative and results-driven Digital Marketing graduate with hands-on experience developing and executing multi-channel marketing strategies that drive brand growth and online engagement. Since 2020, I have successfully managed the digital presence of Oakridge Nursery, transforming its brand profile and achieving over 10.2 million total digital views through targeted campaigns, engaging content, and data-driven optimisation. Skilled in social media management, analytics, and content creation, I bring a blend of creativity, strategic insight, and strong commercial awareness. Passionate about using digital platforms to tell brand stories, enhance customer experience, and deliver measurable marketing impact.

MARKETING PROJECT/ RELEVANT EXPERIENCE

Individual marketing online courses/ work experience:

- Springpod Digital Marketing certificate (certificate upon request)
- InvestIn Digital Marketing certificate (certificate upon request)
- Hootsuite certificates (certificates available upon request)
- Springpod brand ambassador
- Student Beans Brand Ambassador
- LinkedIn learning: Media Relations and Writing a Compelling Blog
- Videography experience on mobile and on a DJI with use of editing software

- The module Marketing in a Digital World World we created a Digital Marketing Plan for LSBU Business School
- Live case study: WeAreWaterloo a BID in the module Your Marketing Career
- Live case studies (in other modules): Stories Behind Things, The Nest, Pearl & Dean

January 2020 – Present

While completing my degree and continuing full-time after graduation, I have worked as the Digital Marketing Coordinator for Oakridge Nursery, a family- owned horticultural business. In this role, I have led the development and execution of the company's digital marketing strategy, transforming its online presence and significantly strengthening its brand visibility and customer engagement.

Key Responsibilities:

Planned and executed multi-channel digital marketing campaigns to promote seasonal products and grow brand awareness.

Created and managed engaging content across the company's website, Facebook, Instagram, and TikTok accounts.

Designed and optimized paid advertising campaigns on Meta Ads, improving reach and conversion performance.

Produced marketing materials including graphics, videos, and newsletters aligned with brand tone and visual identity.

Conducted data-driven performance analysis using Google Analytics and Meta Insights, to refine campaigns and report on KPIs.

Supported the launch and management of the company's e-commerce platform, enhancing user experience and search visibility.

Collaborated on community partnerships and local promotions to strengthen Oakridge's digital and physical presence.

Key Achievements:

Elevated Oakridge Nursery's brand profile, achieving over 10.2 million total digital views through targeted campaigns and consistent content strategy.

Increased online engagement and customer interaction across all social media platforms. Established a cohesive, recognizable brand identity across digital channels.

Drove measurable improvements in website traffic, social reach, and conversion rates through content marketing.

This contributed to the company's transition to a modern, digital-first marketing approach.

EXPERIENCE

SALES ASSISTANT, OAKRIDGE NURSERIES, 2020 - OCT 2021

Family's business

Key Achievements

- Adding products to the website (approx. 200-250 products in 3 months of the website)
- Answering phone orders
- Customer service
- Introduced an Instagram account for the business (grew from 0 followers to 300 followers)

FLOWER MARKET SELLER, OAKRIDGE NURSERIES, MAY 2021 - PRESENT

Colombian Road Flower Market

Key Achievements

- Setting up the stall
- Selling plants to customers
- Customer service
- Working long hours

EVENT WORK WITH ELEVATE GLOBAL

Worked at the F1 British Grand Prix and at Sky Activity Day

Key Achievements

- Here I have worked as a brand ambassador for big international companies.
- Understanding and adapting to different brand values and image
- Strengthened my skills of working independantly and being self-sufficient

INTERESTS & HOBBIES

- Dance
- Acting
- Photography/ Videography

SKILLS

- Word Press and WIX website creation
- Office 365 (including Excel and Powerpoint)
- Adobe photoshop and Indesign
- Canva
- Hootsuite
- Videography
- Editing (PremierPro, CapCut etc)
- Numeracy skills
- Communication skills
- Time Management
- Languages (fluent in English and Polish and understanding in French)
- Flexibility
- Leadership skills
- Problem solving skills

CHECKOUTS OPERATOR, TESCO, NOV 2021 - PRESENT

Represented checkouts, self-service, customer service and team support

Key Achievements

- Operating checkouts, self service and customer service desk
- Customer service
- Leadership role as Team support for checkouts (managing all 3 departments above)
- Dealing with customer complaints and opinions
- Trained approx. 20 people

Promoted to a Team Leader in November 2024

CLASS ASSISTANT, HIP HOP POP, JUNE 2019- PRESENT

Voluntary

Key Achievements

- Helping the teacher with classes of 20-30 young students
- Interacting with the students to create a fun and safe environment
- Step up into a leadership role and control the room
- Communicate to parents at the end of class

DANCER WITH FOREVER JACKSON, MARCH 2024- PRESENT

Touring with Forever Jackson a Micheal Jackson Tribute show as well as helping with social media when on the gigs. This includes creating content for the calendar and updating stories. Recently I took charge in creating content whilst in Sweden and Norway as well as editing some of the content.

Key Achievements

- Having to learn independently and be self-sufficient
- Working long hours
- Represent the brand/ company

<<OFFLINE>> CAMPAIGN, HIP HOP POP, APRIL-MAY 2026

I have had the honour to work with my dance company on a recent campaign <<OFFLINE>>. This show had to unfortunately get cancelled due to unforeseen circumstances. I was producing content for this show capturing moments from rehearseals to the show. I gained experience in working with a client and producing content on a deadline.

OTHER ACHIEVEMENTS

- Member of the National Youth Theatre (2019)
- Trinity Musical Theatre Grade 3 (2018)
- First Aid Certificate (2019)
- DBS Certificate (2020)