



## Jerry Silfwer

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+46733999070 (text msg)

### PROFILE

Awarded PR- and communication strategist with international leadership experience.

### EXPERIENCE

**Senior Digital Strategy & PR Adviser, Spin Factory, Stockholm 2014 present**

Focus on digital transformation and inbound strategies. Clients include Scandic Hotels, Cygate (TeliaSonera), Rehband, Mynewsdesk, EQT and Fortum.

**Digital Strategist/CMO, Kaufmann Agency, Stockholm 2017 2018**

Focus on digital strategy, programmatic social media distribution, and multimedia content creation. Clients include SVT, Nordic Hotels & Resorts, Bounce, and IHM.

**COO/Country Manager, Whispr Group, New York/Stockholm 2010 2013**

Focus on data driven social media marketing, influencer marketing, and analytics. Clients include H&M, Oriflame, Spotify, Lanvin, and Visit Norway.

**Interim Nordic Head of Communications, Adobe, Kista 2009**

Focus on corporate PR support for Country Manager, CMO, and B2C/B2B product owners while coordinating agencies in Sweden, Denmark, Norway, and Finland.

**Head of Social Media, Springtime, Stockholm 2007 2010**

Focus on social media, investor relations, internal communications, and crisis/issues management. Clients include Adobe, ICA, SAAB, Procter & Gamble, and Eniro.

**Key Account Manager, Spotlight PR, Stockholm 2006 2007**

Focus on delivering publicity campaigns and press office support. Clients include Adobe, The Internet Foundation in Sweden, Oracle, and Cygate (TeliaSonera).

### EDUCATION

Mid Sweden University, Sundsvall – BA in Public Relations, 2000–2003

Mid Sweden University, Härnösand – BA in Nordic Languages, 2003–2005

T3, Sollefteå – Medical Field Platoon Commander (10-9-9), 1999–2000

Västermalm, Sundsvall – High School Engineer, 1997–1999

### TECHNICAL SKILLS

Apple Office Suite, Microsoft Office Suite, Google Apps (incl. Analytics), Facebook Business Manager, Wordpress (HTML/CSS), Hubspot, Adobe Creative Cloud, etc.

### COURSES

Mid Sweden University, Sundsvall – Business Administration, 20 weeks

Mid Sweden University, Härnösand – Creative Writing, 10 weeks

Mid Sweden University, Sundsvall – Information Design, 10 weeks  
Embassy, London – Proficiency Certificate in Business English, 10 weeks  
DID, Munich – German Proficiency Certificate, 10 weeks

#### **ADVISORY BOARDS**

Digital Business Education, IHM, 2018–present  
Public Relations Degree Program, Mid Sweden University, 2010–present  
Digital Marketing Think Thank, Adobe EMEA, 2014–2016  
Interactive Communication, Berghs School of Communication, 2012–2014

#### **INDIVIDUAL AWARDS**

Mid Sweden University Alumni of the Month, 2017  
Cision PR Influencer Award, 2016  
PRECIS Award, 2003  
DIK Scholarship, 2003

#### **SPEAKING**

‘Excellent Lecturer’ averaging above 4,5 (of 5) according to Close, a peer network for C-level executives only. Keynote speaker at TEDxÖstersund, World Public Relations Forum, DMEXCO, and Eurocom Milan. Lecturer at Uppsala University, Berghs School of Communication, Beckman’s College of Design, Mid Sweden University, IHM Business School, and Hyper Island.

#### **PERSONALITY TESTS**

Type “Logician” – (INTP), Myers-Briggs  
Type “Processor” – IDI (Interpersonal Dynamics Inventory)

#### **MISCELLANEOUS**

Driving licence (B). Born in Sundsvall (1979), Swedish citizenship. Living in Hammarby Sjöstad with my wife Lisah and our son, Jack.

For recommendations, please see <https://www.linkedin.com/in/jerrysilfwer/>.

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