



📍 Shanghai

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✉️ perola@capsismedia.com

SUMMARY

Entrepreneurial professional with over 20 years of experience in international business, web development, and digital marketing, focusing on connections between Europe and China. Founder of Middle Earth Consulting AB, providing expertise in sourcing, e-commerce, and market entry strategies. Committed to innovation and knowledge-sharing through content creation on trade, technology, and industry trends, driving growth with strategic solutions.

SKILLS

- WordPress and WooCommerce
- Search engine optimization
- 3D rendering techniques
- Content strategy development
- Digital marketing strategies
- Web development skills
- Supply chain management
- International trade expertise

WEBSITES,

PerOla Hammar

EXPERIENCE

January 2023 - Current

3D Rendering Consultant Vizorender | Online

- I specialize in high-quality 3D visuals for furniture, real estate, and e-commerce.
- From photorealistic product renders to BIM models, I help businesses showcase their ideas with clarity and impact.

August 2004 - Current

Supply Chain Management & Purchasing Assistant ImportDirekt | Shanghai, China

- I help businesses simplify China purchasing and optimize their global supply chains, from finding reliable manufacturers to handling quality control, logistics, and market entry.

January 2004 - Current

Owner and Lead Consultant Middle Earth Consulting AB | Shanghai, China

- At Middle Earth Consulting AB, I simplify international trade, digital growth, and market expansion.
- From sourcing in China to building a strong online presence, I help businesses streamline supply chains, find reliable manufacturers, and grow through web development and social media marketing.

January 2004 - Current

Founder and Senior UX Designer CapsisMedia Ltd | Online

- I help businesses enhance their online presence with high-quality web design, e-commerce solutions, and performance-driven digital marketing.
- CapsisMedia offers a flexible, subscription-based design service, providing on-demand UX expertise without the cost of a fulltime hire.

EDUCATION AND TRAINING

January 2004

Industrial Management and Logistics

University of Skövde

January 2001

Independent Courses | Macro & Microeconomics, Quantitative Methods
Karlstad University

LANGUAGES

PORTFOLIOS, PROFILES

- perolahammar.com
- capsismedia.com
- middleearthconsulting.com

- Swedish, Native or bilingual proficiency
- English, Professional working proficiency
- Mandarin Chinese, Elementary proficiency

LOCATIONS

- Shanghai, Shanghai
- Stockholm, Stockholm