

Contact

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www.linkedin.com/in/jaana-matkaselka-2021 (LinkedIn)

Top Skills

Social Media

Localization Testing

Globalization

Honors-Awards

Google Ads Search Certification

Google Ads Display Certification

Jaana Matkaselkä

Google Ads certified & Advanced Diploma in Graphic Design.
Malcesine

Summary

Experienced Product Manager with a demonstrated history of working in B2B sales role in the leisure, travel & tourism industry. Skilled in Leisure Travel, Customer Service, Linguistics, Translation, and Italian. Strong product management professional with a 2003 focused in Languages and Tourism from University of Turku. Other acquired skills: Graphic Design (Adobe), SEO, Content Marketing, and Storytelling for E-commerce.

Experience

Lake Garda Travels/Ex-Lagotourist

Product Manager in Tourism field

October 2011 - April 2022 (10 years 7 months)

Malcesine, Italy

Incoming tourism to Italy. Main duties: visits to service suppliers (hotels, restaurants, wineries ecc.), detailed travel itinerary planning for groups, customer acquisition during the travel trade fairs and the work shops, customer retention and invoicing.

Otavia

Tutoring for Italian Language Courses

May 2007 - December 2020 (13 years 8 months)

Remote

Italian online courses created by me

Hotel Lago di Garda

Receptionist

June 2011 - September 2011 (4 months)

Malcesine, Italia

Cableway Malcesine - Mon

Sales & Marketing

May 2009 - March 2011 (1 year 11 months)

Malcesine, Italia

Marketing efforts, event planning, customer acquisition and retention.

Lagotourist

Product Manager

March 2004 - May 2009 (5 years 3 months)

Malcesine, Italy

LocalEyes Ltd

SW and HW Tester

2003 - 2004 (1 year)

Milan

SW and HW testing of Apple products.

Education

Savonia University of Applied Sciences

Advanced Diploma in Graphic Design, Graphic Design · (2021 - 2021)

Savonia University of Applied Sciences

Storytelling and Content Marketing, Successful E-Commerce & Google Ads (2 Certifications), Marketing · (2020 - 2021)

Xamk - South-Eastern Finland University of Applied Sciences

Graphic Design (Photoshop, Illustrator & InDesign) & Basics of Image Editing (Photoshop), Graphic Design · (2020 - 2021)

Karelia University of Applied Sciences

Adobe InDesign, Adobe Illustrator & Photography and image editing (Photoshop), Graphic Design · (2020 - 2020)

Xamk - South-Eastern Finland University of Applied Sciences

Search Engine Marketing (SEM) · (2020 - 2020)