



A dynamic and highly motivated person possessing a versatile skill set with experience in marketing, HR, customer service, administration and written and oral communication. Thriving in event planning. Recognized skills in mentoring and in leading team projects.

Proven track record in improving internal processes and executing strategies for new launches. Team-player and quick learner. Outgoing individual with a pleasant personality and strong interpersonal skills.

Full-time Work Experience

Marketing Communication Executive, Wintechnologies, London (09/2017 – 08/2018)

- Managed promotional projects for Scandinavian and other European markets
- Planned and organized promotions for Scandinavian and other European markets
- Worked together with design and copy teams to create promotional mailers, SMS campaigns and ad hoc promotions on Salesforce and ExactTarget
- Managed Finnish language content for the Betway website
- Copywrote, edited and translated copy for the Finnish market
- A/B testing of mailers

Administrative Manager, Capacent Oy, Helsinki (12/2007 – 08/2016)

- Responsible for Capacent's marketing activities in Finland:
 - Created and applied the yearly marketing strategy and budget plan together with the PR office Miltton
 - Coordinated marketing tasks. Evaluated the ROI of the chosen actions and made changes to the following year
 - Responsible for planning, budgeting and organizing events, both internal and external
 - In charge of Capacent Finland's internal and external surveys to develop customer and employee satisfaction
 - Responsible for posting on the company's chosen social media channels. Wrote, translated and edited marketing material
- Responsible for office Management:
 - Managed all the office related contracts, such as negotiating, tendering and quality control. Was able to get over €3000 (over 40%) yearly savings by negotiating a deal with the sanitation provider (2015) and €5000 (over 55%) yearly savings by negotiating a deal with the snack supplier (2013).
 - Continuous improvement of office environment
 - Checked and approved the purchase invoices
- Responsible for HR in Finland:
 - Recruitment activities for the company: In 2015 created an improved induction process for new employees
 - Responsible for the employee's benefits, insurance and healthcare
- Responsible for assisting co-workers
 - Planned and coordinated weekly meetings
 - Managed company travel arrangements

VIP Customer service officer, Finavia, Helsinki-Vantaa Airport (06/2006-12/2006)

- Member of the VIP officers' team in 2006 when Helsinki was the capital of EU from June to December and received great number of eminent guests (prime-ministers, royals, ministers of foreign affairs, diplomats and celebrities) from around the world especially during the EU summits
- Collaborated with various stakeholders (customs, airline representatives, safety check personnel, liaison officers from embassies etc.)
- Communicated fluently with VIP passengers in English, Swedish, German and Finnish

Travel Agent, Viking Line AB, Stockholm (10/2004-05/2006)

- Booked trips for customers and gave information about destinations
- Checked in individual passengers, groups and vehicles
- Communicated fluently with clients in English, Swedish, German and Finnish

Assistant, Observer Finland (current name Cision), Helsinki (04/2004-10/2004)

- Updated databases for invoicing
- Front desk duties

Part-time Work Experience**Contact person, Finfame Consulting Oy (Partymakers Event Production), Jyväskylä (02/2001-05/2002)**

- Planned, marketed and produced monthly events in Jyväskylä
- Acquired local partners and sponsorships for events
- Coordinated media exposure for sponsors

Additionally, various customer service summer jobs since 1996. I.e. waitress in Pizza Hut 1996, Viikinsaari Restaurant in 1997 and Hotel Kämp in 2000, Travel Agent via telephone in Tallink in 2001.

Education

Bachelor of Hospitality Management, School of Polytechnics, Jyväskylä Finland 2004 Focus of Studies: Tourism
University of Stockholm, Sweden 2007 Swedish as a foreign language
Åbolands Folkhögskola, Pargas 1998 Language studies
Matriculation Examination, Tampere Arts-Oriented Senior Secondary School in Tampere, 1997

Courses

Management Institute of Finland HR and communication studies

Language- and IT-skills

Finnish	native speaker	MS Office	very good
English	fluent	MS CRM Dynamics	very good
Swedish	fluent	SalesForce	good
German	intermediate	Survey Tools:	
Russian	basics	(Questback, Survey Monkey)	very good

Experience living abroad

Greece 2018-2019 (lived with my fiancé running Airbnb and renovating and decorating a property)
 United Kingdom 2017-2018 (worked as Marketing Communications Executive in London)
 Australia 2007 (worked and travelled 10 months in Australia with Working Holiday Visa)
 Sweden 2004-2006 (worked as a travel agent in Stockholm)
 Germany 1997-1998 (worked one year as an au pair in Schwabach and in Hamburg)

Positions of Trust

Board member, Housing company Kustaankatu 6 (06-2012 – 09-2016)

Interests

Fitness and wellbeing, art and culture, Interior design

References provided upon request.