



Julia Niskanen

Web Analyst, Digital Marketer & Idealist from Finland.

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Curious Innovator
Passionate Esthete
Empathetic Team Player



Customer Knowledge
Business Development
Design Thinking



Strategic Marketing
Creative Communications
Meaningful Branding

REFERENCES

I will provide contact information on request.

EDUCATION

M. Sc. in Economics and Business Administration December 2017

Master's Programme in Marketing Management (GPA 5/5)

University of Vaasa

ACTIVITIES & SOCIETIES AT THE UNIVERSITY:

Member of WISIO, The Club of Major Students in Marketing

Organizing company excursions and events for marketing students at Uni.

Editor-in-Chief & Board Member Student Association Warrantti ry

Managing an editorial team of a student magazine *Wykyzine* and overseeing publishing, improving the student life by producing educational events and freetime activities with the student association.

International Studies in ERASMUS Program

Jan-May 2015

Universidad Rey Juan Carlos
Madrid, Spain

Matriculation Examination June 2011

Etelä-Tapiola High School

EXPERIENCE

Web Analyst

Quru / Jun 2018 - Present

Consulting clients in digital strategy and marketing: web analytics and business development, data visualization, search engine optimization and -marketing, social media campaigns and market research.

Marketing Consultant & Thesis Worker

The Municipality of Isokyrö & University of Vaasa / Apr-Dec 2017

Making a marketing strategy through a brand research for the municipality of Isokyrö; redefining Isokyrö's brand image by collecting and analyzing empirical and theoretical data, introducing a new brand identity and defining a marketing strategy based on study findings.

Communications Trainee

Ministry for Foreign Affairs of Finland / Sep-Dec 2017

Working closely with *the Europe Information*, a media covering current EU issues for Finnish citizens; planning and implementing social media campaigns, writing articles about the latest EU topics, organizing events for stakeholders and assisting in the media arrangements of international visits.

Marketing Trainee

Wärtsilä Energy Solutions / May-Aug 2016

Marketing power plants and their lifecycle services; supporting global events worldwide, producing media content for digital advertising, allocating marketing costs and doing budget reporting for the marketing team.

SKILLS

Social Media Tools:
Facebook Business Manager,
Hootsuite, Sprout,
Mailchimp
EXCELLENT

Google Tools:
Google Ads,
Analytics, Data Studio, Optimize
EXCELLENT

Adobe Design Programs
ADVANCED

Wordpress
BASICS

SEO/Market Research Tools:
SEMrush, Futusome, Meltwater
ADVANCED

LANGUAGES

Finnish / NATIVE

English / EXCELLENT

Swedish / ADVANCED

Spanish & French / BASICS