



Julia Niskanen

Business Graduate, Idealist & Design Geek 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

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 *Wykzine* 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

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 for the municipality 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 the Ministry's 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.

Media Producer

D11 Helsinki / Jun-Aug 2015

Conceptualizing and implementing a new media platform discussing digital disruption, targeted to business executive customers in the financial sector. Serving executive teams at Slush startup event in November 2015.

SKILLS

MS Office
EXCELLENT

Adobe Design
Programs
ADVANCED

SAP & IBM
SPSS Statistics
BASICS

Wordpress
ADVANCED

Finnish
NATIVE

English
EXCELLENT

Spanish
& French
BASICS

Swedish
ADVANCED