

JOHANNA MARIKA JUNTUNEN

1/2

MARKETING MANAGEMENT
EXPERT, BUSINESS TEACHER,
GRAPHIC DESIGNER

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ABOUT ME

I am familiar with digital marketing tools and platforms, I understand analytics, setting marketing metrics and conversions – I consider marketing as a vital part of business' continuity and success. Strategizing needs to be taken seriously and I always work goals in mind. I love, what I do. The all time favourite feedback I've gotten is: these topics and this person is juicy & interesting. So I can offer juicy personality with proficiency. I can manage various ways to work and I am the go-to person for solving problems. I love my work and my CV shows my many diverse set of responsible tasks. When new opportunity comes around, I seize it with enthusiasm and complete fulfillment.

Especially marketing manager and teacher tasks are rated high in my game, and my background supports the entity on this position. I know what it takes, what it should cost and how to do it. Currently I have two long lasting part-time jobs. Colleagues and my customers are willing to endorse me, as they know I want to gain one full time position to put all my effort in one goal. Do not hesitate to ask them about me as well.

If you are in need of customer understanding, marketing management with the graphic design knowhow or professional coach for groups or individuals – I am the person! I have studied various ways to implement my wide range of knowhow and new innovations to enhance business. My experience in teaching, organizing events, sales, creating webshops as well as entire visual identity of new companies can benefit your business potential. I'm very familiar with multitasking and I'm used to handling large projects – actually I work efficiently under pressure.

EXPERIENCE

Teacher, marketing manager and graphic designer • FREELANCER 11/04 →

eg: Several small companies in Tampere (visual design, logos, other marketing) • HAMK • TE-toimistot • Omnia • Edupoli • Amiedu • STTK • Erto • Pirkanmaan Osuuskauppa • Mainostoimisto Digiteekki Oy • Aimo Tukiaisen Purnun Säätiö • Pirkanmaan Liitto • Koivupirtin säätiö • A-Klinikkasäätiö • PK-paino Oy • Kustannus Oy Maamerkki • Kustannusyhtiö Oy Finnlectura Ab • Mainostoimisto Mauseri Oy • Pirkanmaan käsi- ja taideteollisuus ry • Kustannusyhtiö Osk Vastapaino • järjestöt, mm. taloushallinnon, logistiikan sekä yksityisten sosiaali- ja terveysalan ammattilaiset, erityisalojen toimihenkilöt

FREELANCING ALLOWS ME TO BE EMPLOYED AS WELL:

Teacher • TAMPEREEN AIKUISKOULUTUSKESKUS TAKK 11/2017 →

Teacher • TAITOTALO 2020 → (in Taitotalo via Eximia and then Opepoolin since 2015)

Teacher (adult education), business coach • OPEPOOLI OY 6/2018 – 4/2020

Teacher (adult education), business coach • EXIMIA VALMENNUS OY 10/2013 – 09/2016

Topics: Business development and service design, customer service, sales, decoration and visual sales, e-commerce, entrepreneurship, career and job search training, immigrant integration training, communication and interaction, software and digital skills, product development, project management, marketing (including digital marketing).

Communications coordinator, Art Director • Pam 003 ry 08/2008 – 06/2020 (part time job)

Logo and visual design, budgeting, web shop, UX and CSS, email newsletters, advertisement, layouts of magazines, surveys etc.

Chairwoman of the board, coaching, PR • DigiMaMa ry 09/2015 (part time job) →

President of the DigiMaMa board since 2020 (vice president 2017-2019), 2. vice president of the ERTO board. Attending and coordinating events and mentoring members. Operational development, strategy work and board responsibility.

REFERENCES

"Johanna has had excellent feedback every time she teaches. I warmly recommend her on versatile demanding teaching and business coaching positions"

Jarmo Hakkarainen, former Customer Director of Eximia valmennus & CEO of Opepooli Oy

"We highly recommend her on marketing, product development and sales management positions. Johanna has succeeded with excellence and right on schedule. She is able to co-operate with various kinds of people in our organization, as well as our customers and business partners"

Meritta Viljakainen, CEO of Meritta Bra Oy

"Johanna has worked as a business teacher skillfully, fluently and with flexibility. Her teaching style is student-oriented, participatory and creative. She is able to work under pressure and adapts quickly to new situations. Johannas professional know-how is strong, especially in sales and marketing"

Rosa Hyvönen, education manager of TAKK

"Idea-rich, visually talented, precise and efficient at work. Johanna has excellent project management skills and ability to explain even difficult things in an understandable way."

Hannele Rouvinen, colleague for 12 years

WORK STYLE & VALUES



- EQUALITY •
- LEARNING & DEVELOPING •
- COOPERATION AND COMMUNICATION •
- FLEXIBILITY •
- GOAL SETTING •

In-house social media representative, HelpDesk

• **Barona Services Spain SL 11/2016 – 04/2017**

Member of work wellbeing committee, organizing events, customer service via telephone. Located in Malaga, Spain. Before that I worked in Barona Poland with ICT-customers, until my job relocated to Spain.

Marketing manager, web store- and local store manager • Meritta Bra Oy 01/12 – 09/13

Responsibility for the marketing and store management in a clothing chain. Exporting an e-commerce project from idea to publication. Strategic and operative work.

Marketing strategist, publicist • NoHo (Restamax Oy) 04/11 – 11/11 (määräaikainen)

eg. Corporate handbook for social media, new tools for marketing budgeting, collaboration with advertisement agency and media.

Business sales consultant • Fonecta Media 09/07 – 05/08

Business sales consultant for Telia • Suomen Telecenter Oy 11/06 – 08/07

Telephone interviewer • KANTAR (former TNS Gallup Oy) 09/03 – 05/04

B2B-sales, marketing ROI surveys, graphic design

KOULUTUS

Specialist Qualification in Management and Business Administration • Taitotalo Helsinki 2021

Strategies, Finance, Work Well-being, staff management

Bachelor of Business Administration BBA (80% completed)

• **University of applied sciences HAMK 08/2015-12/2019**

Marketing, business administration, web design

Special Qualification in Product Development (kehitystyö Restamaxille, nyk. NoHo)

• **Tampereen Aikuiskoulutuskeskus TAKK 2011**

Project management, marketing strategizing and budgeting

Vocational Qualification in Audio-visual Communication • Pirkanmaan Taitokeskus PIRKO

08/2002 – 2/2005

In-service training, including:

- **Service Design:** City Drivers • Laurea, XAMK & TAMK 2019
- **Web Design week** • IUT Annecy (France) 2018
- **Training of specialists: web services and sales** • Ecam Consulting 10/09 – 05/10
- **Business studies** • TAKK 02/07 – 05/08
- **Digital marketing** • Summer University of Tampere 03/06 – 11/06
- **ICT Studies** • Seinäjoen Palveluolujen Oppilaitos 08/01 – 02/02
- **Media arts and science** • Open University of Lapland 08/00 – 04/01
- **Finnish Matriculation Examination**
 - High School (Lukio in Finnish), Rovaniemi 08/97 – 06/00

Various online courses, webinars and other short courses to upgrade my knowhow

ASK THEM ABOUT ME

Marketing Finland: professional

recommender Maarit Aarre kangas, specialist, +358 50 435 5613, maarit@marketingfinland.fi

TAKK: firstname.lastname@takk.fi

colleague Satu Tasala, YTO coordinator, +358 44 790 6421 // **colleague** Pirkko Somero, Education Designer, +358 44 7906 453 // **colleague** Sirpa Mertaniemi, Entrepreneurship unit Hiomo, +358 44 7906 146 // **employer** Rosa Hyvönen, Education Manager, +358 44 7906 428

DigiMaMa ry: colleague Leo Mustonen,

financial manager, +358 45 674 216, leo.mustonen@digimama.fi

Pam 003 ry: colleague Hannele

Rouvinen, coordination assistant, +358 500 060 7907, hannele.rouvinen@gmail.com (contacts only in Finnish)

Eximia Valmennus & Opepooli Oy:

employer Jarmo Hakkarainen, former Customer Director of Eximia Valmennus & CEO of Opepooli Oy, +358 40 1601601, jarmo.a.hakkarainen@opepooli.fi

Meritta Bra Oy: employer Meritta

Viljakainen, CEO, +358 40 567 8030, meritta.viljakainen@merittabra.fi // **employer** Andreas Ögård, President of Fashion Finland (Muotikaupan liitto), info@merittabra.fi

SPECIAL POWERS

on a scale 1 (coping) – 4 (superb)

Windows, OSX, Android	●●●○	Content Marketing	●●●○	English (fluent working language)	●●●●
Adobe Creative Cloud: Illustrator,		eCommerce	●●●●	Swedish (coping customer service)	●●○○
Acrobat, InDesign, Dreamviewer	●●●●	CRM and ERP	●●●○	HTML, CSS	●●○○
Analytics	●●●●	CMS: WordPress, Drupal...	●●●○	Interpersonal & Presentation skills	●●●●
Digimarketing & SEM (SEA, SEO)	●●●○	Moodle	●●●●	Supervisory & management	●●●○
Project management software	●●●●	Event Management	●●●○	Licence to drive a car and a van	
Google software	●●●○	Cash registers, payment options	●●●○	Work safety proficiency certificate	
Microsoft365 & common office software	●●●●	Online publishing tools	●●●●	Hygiene proficiency certificate	
Distant work tools (meetings, sharing &		Newsletters, group text tools	●●●●	Environmental proficiency certificate	
coworking features of applications)	●●●●	Copyrights & ethical guidelines	●●●●	Alcohol Legislation certificate	