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Web Communications Specialist

Skills

- I. Excellent practical drafting, visualizing and editing (content management) skills (due to several years of work experience in journalism and marketing).
- II. Solid knowledge of Internet technologies (Open Source in LAMP–environment – e.g. Wordpress, Drupal and Joomla). Very good practical skills implementing & developing and maintaining various technical platforms using (x)HTML, CSS and PHP. A technical problem–solver and a troubleshooter. Redesigning and defining different sizes of new Web services and solutions for NGOs, the public sector and business.
- III. Familiar with several tools e.g. Adobe products CS3 (Photoshop, Fireworks, Illustrator & Indesign), Windows XP and Vista, Office–products, Open Office, Mac OS X. A Mac user.
- IV. Strong understanding of Web 2.0 communications approaches (Google Adsense, Facebook, Twitter and Youtube–integrations).
- V. Strong hands–on knowledge of Web Metrics (Google Analytics / addthis.com, Google Adwords) and SEO (search engine optimization).
- VI. Extensive experience in coordinating. Ability to handle several complex projects simultaneously. Can efficiently transform briefs and visions into practical concepts and work packages.
- VII. Advanced knowledge of communications theories and practice and capacity to create strategic eCommunications campaigns to support objectives.
- VIII. A positive, communicative and motivating person (strong social skills) with aptitude for liaison roles and serving as a contact point. Inspiring trainer for users users & clients in either in classrooms or remotely via VoiP (e.g. Skype).

Career History

2008- Freelancer Web Communications Specialist (Brussels)

Composing a Web Communications framework to create wise Web Services that can transformed the vision and the objectives of my clients into clear, innovative and purposeful online communications.

Managing the content and running offline/online marketing campaigns. Implementing several various size Web Projects in Belgium several organizations and various other clients.

Recent clients include:

- I. The Belgian–Finnish Business Association (www.bfba.be)
- II. Finnish Expats (www.suomi-klubi.com).
- III. Fair Trade Advocacy Office (www.fairtrade-advocacy.org).
- IV. A Blog (kaksityomaata.fi)

Also designing and layouting several brochures and leaflets for Fair Trade Advocacy Office, Brussels.

2007-2008 Project Manager Datapolis Solutions Ltd (Finland)

Coordinating different sizes of Web projects (including Web, Intra, Extra, Mobile, e–Marketing and Flash–sites) for several clients (enterprises, the public sector and the EU).

As a Project Manager I was a contact point and an interpreter from early interaction, design & development right through to the delivery. Collaborating with external stakeholders such as marketing firms. Managed team of 8–10 skilled web developers. Also managing the content (language version), training the end–users and troubleshooting as a Help Desk. Permanent position.

2005-2006

Campaign Coordinator for UNICEF (Finland)

Marketing plan for a legacy program, leaflets, benchmarking, guides, analyzing tool, training. Full-time project.

2005

Campaign Trainee for UNICEF (Finland)

Practical assistance and creating the marketing materials for the Thirst Day Campaign (schools) as an Intern for UNICEF Finland. 3 months internship.

2002-2005

Web Consultant and –designer. E.L.C (Finland)

Planning and implementing both the content and the technology together. Also maintaining and training the end-users for two Web Projects 'Virtaa Vällillämme' (an empowering course for young couples) and 'Väkivallasta Sovintoon' (Decade to Overcome Violence). Part-time position.

1993-2005

Other work experiences as a Communication Expert

- I. **Call Center Agent** (the Parishes of Vantaa, Finland). A Part-time position. 2003–2005.
- II. **Communications Expert** for The Parishes of Vantaa, Finland). A summer substitute Communication Officer for a newspaper, Internet Services and the administration. 2003.
- III. **Reporter** for Kainuun Sanomat, Finland. Two summer as a journalist in a county newspaper. 2000–2001.
- IV. **Journalist trainee** at the University of Oulu, Finland. During one year of non-military service. Responsible for several communications activities and administrative duties. 1998–1999.
- V. **Radio reporter trainee** at the Finnish Broadcasting Company in Oulu. Completed several live performances and programmes while also independently editing all digital material. 1998.
- VI. **Web Designer** (Finnish Broadcasting Company). Created the First official Internet pages for the Finnish representative of the European Song Contest. 1997–1998.
- VII. **Freelance reporter**. A number of contracts with different newspapers (e.g. Oulun ylioppilaslehti, Rauhan Tervehdys, Ylä-Kainuu and Hengellinen Kuukausilehti) and magazines in Finland. 1997–2001.
- VIII. **Web Developer** for the municipality of Suomussalmi, Finland. Designing, implementing websites from visual and technological perspectives. 1995–1996
- IX. **Assistant journalist** for Ylä-Kainuu (a local newspaper). 1993–1997.

Education

- I. Master's Degree (Specialized in Communication / Political Sciences) at the University of Helsinki. The master's thesis "The Rhetorical aspects of The Presidents of the United States" has been granted 'eximia cum laude approbatur*. 2000–2005.
- II. A Certificate of English (University of Cambridge ESOL Certificate FCE). 2008.
- III. The Certificate to work as a Communication Officer in organizations. Palmenia Centre for Continuing Education at the University of Helsinki. 2006.
- IV. A Qualification for working as a Team Leader (The University of Helsinki). 2001.
- V. A Certificate of Kainuun Musiikkiopisto music school majored in clarinet. 1993.

Languages

- I. Finnish: Mother tongue
- II. English: Fluency (C1)
- III. Swedish: Good (B1)
- IV. French: DELF A2. République Française (Ministère de l'Éducation Nationale)

References

Coordinator Sergi Corbalán, The Fair Trade Advocacy Office (Brussels), t. +32 2 543 1923
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Manager, Internal and Digital Communications Lotta Knuutinen, Aalto University Communications, t. +358 50 349 1263, lotta.knuutinen@aaltoyliopisto.info

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