

Jessika Tyni

jessika.tyni02@gmail.com

MARKETING AND BUSINESS DEVELOPMENT PROFESSIONAL

QUALIFICATION SUMMARY

- Creative marketing professional with proficiency in Adobe Creative Cloud suite, including Illustrator and InDesign. Skilled in designing graphics, crafting engaging social media content, and editing promotional videos.
- Experienced in project coordination, content creation, and digital marketing strategies. Native Finnish and proficiency in English with excellent communication skills.
- Google Ads certified. Passionate about design and committed to driving results in collaborative environments.

KEY SKILLS

- | | | |
|---------------|-----------------------|--------------------------|
| ✓ InDesign | ✓ Marketing campaigns | ✓ Communication |
| ✓ Photoshop | ✓ Microsoft Office | ✓ Collaboration |
| ✓ Illustrator | ✓ Event coordination | ✓ Google Ads certificate |

RELEVANT PROFESSIONAL EXPERIENCE

Extra worker, cleaner

18.03.2024 -

- Performed cleaning duties across a variety of environments, including offices and healthcare facilities, ensuring cleanliness and hygiene to meet client standards.
- Managed time efficiently to complete cleaning tasks across multiple locations, demonstrating strong organizational and prioritization skills.
- Collaborated with different teams to maintain facility cleanliness, adapting quickly to diverse settings and fostering a reliable and cooperative work ethic.

Conference assistant

19.04.2023 – 21.04.2023

ITK-Conference, Hämeenlinna

- Assembled a proficient team, demonstrating adeptness in team selection and management. Before and during the event, I assumed the role of team coordinator/leader, exhibiting strong leadership skills and a proactive approach to problem solving.
- Orchestrated effective communication channels, facilitating seamless coordination amongst the team and scheduled team meetings, ensuring alignment of objectives and strategies.
- Provided a warm and welcoming atmosphere by greeting visitors and attendees with goodie bags and addressed inquiries and provided information with courtesy and efficiency.

Business Administration intern

14.11.2022 – 14.04.2023

Hämeen ammattikorkeakoulu Oy

- Developed proficiency in Adobe Creative Cloud software, including Illustrator and InDesign, while planning and leading a successful marketing campaign for a course. I designed promotional materials, created a new campaign theme and logo, and produced various content for social media platforms.
- Additionally, I coordinated events, assisted with project management tasks, and utilized platforms such as Miro and Canva for content creation. My experience also includes writing various texts and managing online forums.
- Overall, I demonstrated strong organizational skills, creative problem-solving abilities, and effective teamwork in a dynamic environment.

Conference assistant

05.10.2022 – 07.10.2022

ITK-Conference, Hämeenlinna

- Ensured the smooth operation of all event proceedings, overseeing logistics and resolving any emergent issues promptly within the team, showcasing problem-solving skills and the ability to work in a fast-phased environment.
- Provided a warm and welcoming atmosphere by greeting visitors and attendees with goodie bags and addressed inquiries and provided information with courtesy and efficiency.
- Executed various tasks as required, showcasing adaptability and versatility in handling dynamic event environments.

Summerjob, Cleaner

17.05.2021 – 31.07.2021

Sol Palvelut Oy, Mikkeli

- Managed cleaning operations across three buildings, ensuring a safe, hygienic environment and maintaining attention to detail in high-traffic areas.
- Coordinated with staff to schedule cleaning tasks, demonstrating strong organizational and time-management skills.
- Fostered a positive, collaborative work atmosphere, working effectively with diverse teams to meet facility standards and needs.

Summerjob

08.07.2019 – 19.07.2019

Musti & Mirri Oy, Lahti

- Delivered excellent customer service by building rapport, addressing inquiries, and resolving issues to ensure a positive shopping experience.
- Organized and maintained inventory and store displays, improving efficiency and product visibility to drive customer engagement.
- Collaborated with team members to streamline daily operations, demonstrating strong communication, teamwork, and problem-solving skills.

EDUCATION

High school

08/2018 – 06/2021

Kannaksen lukio

Bachelor of Business Administration

08/2021 –

Häme University of Applied Sciences