

Emilia Nylund

MARKETING MANAGER · OPERATIONS MANAGER

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Work Experience

Geschenkidee GmbH

MARKETING MANAGER

Berlin, Germany

08.2018 - PRESENT

- Responsible for the Swedish market (marketing activities, onsite optimization and strategy). Meeting the goal of six to seven digit yearly revenue figures (+36% yoy growth).
- After the first month leading the Swedish team (three people) and organizing the working packages.
- Responsible channels: SEO, SEM, CRM, Affiliate & Social. Five digit monthly budget.
- Responsible growth projects: CDON (Scandinavian Amazon) integration for SE, DK & FI.

Vaasa Ski Organisation

HEAD OF OPERATIONS

Vaasa, Finland

12.2011 - 06.2018

- Managing operations processes (time scheduling, mentor and coaching program, payment and salaries).
- Work intensity depending on seasonality.

Peak Ace | Comatch

PPC MARKETING MANAGER | BUSINESS DEVELOPMENT

Berlin, Germany

6.2017 - 02.2018

- Management of PPC online marketing channels for Airbnb Sweden and Finland.
- Strategy development together with the team, A/B testing, improvement of ads & keywords.
- Performance analysis and reporting.
- Market research and sales in the Nordic countries.

Wärtsilä

PROJECT MANAGEMENT TRAINEE (STUDENT)

Vaasa, Finland

05.2016 - 09.2016

- Operations management for power plant equipment for the European and African market.
- Support for contract negotiations.

Keller Sports

ONLINE MARKETING INTERN (STUDENT)

Munich, Germany

06.2015 - 09.2015

- Country specialist Sweden, on site management.
- Responsible for content creation: product descriptions, ads, newsletters, SEO texts and SEA ads.

Education

M.Sc. in Economics and Business Administration - Entrepreneurship, Management and Organization

Vaasa, Finland

HANKEN (SWEDISH SCHOOL OF ECONOMICS)

09.2011 - 05.2017

- Studies in Workplace Psychology and Communication, **Åbo Akademi University** (Vaasa, Finland)
- B.Sc. Business Administration and Economics, **Hanken (Swedish School of Economics)** (Vaasa, Finland)
- Exchange studies, Erasmus, International Business and Marketing, **LMU (Ludwig-Maximilians University)** (Munich, Germany)

Extracurricular Activity

Freelancer

FREELANCE TRANSLATOR

Berlin, Germany

10.2017 - PRESENT

- Languages: Swedish, Finnish, German and English
- Documentary translation project for ARTE: Basic income Finland.

Vaasa Comprehensive school

SUBSTITUTE TEACHER, VAASA COMPREHENSIVE SCHOOL

Vaasa, Finland

05.2011 - 04.2018

- Teaching/Tutoring teenagers with disabilities.
- Subjects: English, Finnish and German language, Mathematics and Physical Education.

Board for Entrepreneurship at Hanken

VICE PRESIDENT

Vaasa, Finland

12.2015 - 12.2016

- Communication channel between students and professors.
- Organized events for students with guest speakers.

ITskills

Excel, MS Office, Google Analytics, Google **AdWords**, Google **Keyword Planner**, Google Search Console, LinkedIn, Emarsys, Magento, Power BI, Sistrix, Ahrefs, Personio, JIRA, Confluence

Languages

Swedish, Finnish (Native speaker)
English, German (Fluent)
Norwegian (Basic)