

Emilia Nylund

MARKETING MANAGER · OPERATIONS MANAGER

Lychener Straße 33, 10437 Berlin

☎ (+358) 504683630 | ✉ emilia.nylund@gmail.com | 🌐 enylund



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: Affiliate & Social. Supported: SEA, SEO & CRM.
- 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

- Co-management of PPC online marketing channels for Airbnb Sweden and Finland.
- Strategy development together with the team, 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 - 06.2018

- 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

- Organized events for students with guest speakers.

IT skills

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)