

## Contact

4259225074 (Mobile)  
jsol@live.com

www.linkedin.com/in/  
joonasisoininen (LinkedIn)

## Top Skills

Gradio  
OpenAI API  
PyPDF

## Languages

Finnish (Native or Bilingual)  
Spanish (Limited Working)  
English (Native or Bilingual)

## Certifications

Technical Product Management  
Managing Project Stakeholders  
Strategic Communication for  
Leaders  
Becoming a Product Manager: A  
Complete Guide  
Advanced Prompt Engineering  
Techniques

# Joonas Soininen

Bridging the gap between Tech, Psychology, and Music  
Sammamish, Washington, United States

## Summary

Hi i'm Joonas Soininen, I deliver innovative solutions and creative strategies. With a background in project management, marketing, psychology, and software engineering, I make complex challenges into clear, solid products. Always open to connect and collaborate on new opportunities or creative endeavors!

---

## Experience

### DigitalCALA

#### Software Engineer

May 2025 - Present (4 months)

Mexico City, Mexico

Developed and optimized data processing workflows in MediationZone 9.2.1.1, focusing on millions of telecom usage records (UDRs) ensuring reliability, scalability, and modularity.

Implemented Advanced Processing Language (APL) scripts to transform, filter, and aggregate usage data across multiple pipelines.

Gained experience with UDRs, MIMs, aggregation logic, and custom workflow design, improving efficiency and maintainability.

Collaborated with senior engineers to troubleshoot production workflows, validate output accuracy, and enhance performance.

### Pulsify Collective

#### Co Founder & Marketing Strategist

January 2024 - Present (1 year 8 months)

Victoria, British Columbia, Canada

Developed and executed strategic marketing plans to establish a brand identity and grow an engaged community on social media, achieving measurable engagement and growth metrics.

Managed event budgets effectively, optimizing resource allocation to maximize ROI while maintaining high-quality outcomes.

Analyzed campaign performance using data-driven insights, identifying trends and adjusting promotional strategies to meet evolving goals.

Collaborated with vendors and partners, ensuring seamless communication and alignment on project deliverables.

### DigitalCALA

#### Digital Marketing Coordinator

May 2024 - October 2024 (6 months)

Increased DigitalCALA's LinkedIn follower count by 3X, by consistently posting product offerings and events.

Coordinated marketing activities across multiple time zones, countries, and languages in Caribbean and Latin America.

Utilized multiple marketing applications for web and graphic design (Canva, Adobe Illustrator).

### Sunglass Hut

#### Sales Associate

May 2023 - August 2023 (4 months)

Bellevue, Washington, United States

Provided personalized recommendations and solutions to meet customers' needs and preferences.

Cultivated strong rapport and trust with customers through genuine interactions and a focus on building relationships.

Utilized SAP Fiori to efficiently process sales transactions and manage inventory.

### EllisDon

#### Project Coordinator

January 2022 - August 2022 (8 months)

Royal Colombian Hospital Project, New Westminster, British Columbia, Canada

Maintained central project documents updating status of shop drawings, RFI's and project changes.

Regularly communicated with consultants, sub contractors, and field engineers.

Tracked daily progress of on site construction.

Employed Bluebeam Revu to organize contract documents.

Ensured the accuracy and currency of shop drawings.

### City of Issaquah

Parks Operations Landscape Professional (Maintenance Worker, Variable) Parks and Community Services

June 2021 - August 2021 (3 months)

Issaquah, Washington, United States

Planned out and carried out daily/ weekly/ monthly parks maintenance tasks.

Coordinated maintenance activities with other team members.

Inspected parks for safety measures daily.

Communicated with the public about park operations and services.

### East King County Soccer Referees Association

Soccer Referee

2015 - 2018 (3 years)

Greater Seattle Area

---

## Education

### University of Victoria

Bachelor of Science - BSc, Computer Science and Psychology (Business Minor) · (2020 - April 2026)

### Eastlake High School

· (September 2016 - June 2020)