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**MARIANA PEREZ ZAMORA**

Information

**WORK EXPERIENCE**

09/2019 — 05/2020

**Marketing and Events Assistant, HappyOrNot**  
Tampere, Finland

Handling Global and LATAM **Social Media** accounts in English and Spanish. Including **content creation and community management**. Developed the after brand-refresh Look&Feel of Social Media accounts. Supported activities during events and marketing activities.

11/2018 — 09/2019

**Marketing and Office Assistant, Jolla**  
Tampere, Finland

Supported in marketing and office tasks. Handled content creation on LinkedIn and copywriting for the official blog. Wrote my thesis on Marketing Communication Plan for Jolla.

08/2018 — 11/2018

**HR and Administrative Assistant, Link Motion**

02/2018 — 08/2018

**Administrative Intern, Link Motion**

Tampere, Finland

**Supported in activities related to** managing social media accounts, arranging blog posts and content creation, while using analytics to optimize our performance.

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**KEY WORD HIGHLIGHT**

SOCIAL MEDIA MARKETING  
DIGITAL MARKETING  
EVENT ORGANIZATION  
B2B MARKETING  
CONTENT CREATION  
INTERNATIONAL EXPERIENCE  
ADOBE CREATIVE SUIT

**EDUCATION**

2020 — 2022

Tampere University

Master's Degree in Human Technology Interaction

2016 — 2019

Tampere University of Applied Sciences

Bachelor of Business Administration

Degree Program in International Business

**OTHER EXPERIENCE**

08/2018 — 05/2019

**Y-Kampus Student Activator**

In charge of **Event Organization** and promotion of entrepreneurship to support students.

09/2017 — 05/2019

**Tampere Student Ambassador, Business Tampere.**

Market the university to international audience, through social media and through our attendance of fairs.

**LANGUAGES**

Native: Spanish, Fluent: English, Intermediate: Finnish, Basic: Chinese.

**SKILLS**

Digital Design  
Coding (beginner)

Photoshop, Lightroom, Illustrator and Premier Pro.  
HTML, CSS, Javascript and Bootstrap. Projects in progress.

**REFERENCES**

Henna Ojala

Head of Global Marketing Communications,

