



MARIA AHONEN

Marketing and communications specialist. Digital Nerd.

PROFILE

For years, I have been working in all areas of marketing and communications from the very basics to advanced development tasks, both in digital advertising agencies and in-house.

I am a fair co-worker and I respect the ground rules. I have nerves of steel.

COMPETENCE

- Digital multi-channel marketing and demanding communication.
- Digital services and service design.
- Strong coaching skills, with an analytical approach to work

WORK EXPERIENCE

Founder & CEO, Marcom professional

Kasvu Agency Oyj | 5/2022 -

- I offer high-quality, high-level marketing communication, challenging communication and customer experience development services — also using SEO and service design tools.
- Freelancer

Content and Communications Manager

Oy Teboil Ab | 3/2021 - 8/2022

- I worked at Teboil with digital content and was developing new websites. In addition to communication planning, I was also responsible for social media content marketing and preparing press releases.
- Teboil's operating environment changed radically due to the war in Ukraine, and this affected all Teboil employees. My employment ended because of this reason.

Marketing and Communications Manager

Taksi Partners Oy | 2/2020 - 3/2021

- My responsibilities included marketing, communications, branding, and developing the customer experience.
- The company was a big victim of COVID-19 pandemic and went bankrupt.

Content Designer & Multi-Media Communications Specialist

Myy Agency | 5/2019 - 2/2020

- My job description included digital marketing and communications consulting for clients, content design and creation, SEO consulting, and a social media expert role.
- My clients included Alpro, Orton, and Siluetti.

LANGUAGE AND OTHER SKILLS

- Finnish is my mother tongue, as I write flawless and fluent text.
- I have good written and oral skills in English.
- With years of experience from working in digital marketing, I have learned to fluently use related software such as CMSs, promotion and social media tools, and analytics tools and programs.

PROJECTS AND GEMS

- Numerous projects related to websites, brand and visibility building, and marketing and communications strategies design and development.
- Crisis communication implementation in a purposeful and wide-ranging manner (Alpro, 220 Energia).
- Purposeful work for earned media visibility with successful results.
- Marketing activity ahead of its time in Finland (AVIS). The giant group (ABG) was impressed and applied some of my methods, and I received recognition for my work.

CONTACT INFORMATION

+35844 214 3451
maria@kasvuagency.fi

Marketing Manager

Helkama Rent Oy (AVIS and Budget Rent a Car lic.) | 4/2016 - 12/2018

- I was responsible for the brands' marketing, communication, websites and other channels, and various partnership and loyalty programs' operation and development.
- I reformed the tools and channels, web analytics, advertising, and the entire marketing strategy and its processes that were in use

Marketing Designer

Helsingin KTK Oy | 1/2015 - 4/2016

- My responsibilities mainly included diverse and search engine friendly content creation, digital communication, digital marketing, search engine optimization, and press releases.

Production Manager, Digital Communications

Searchbox Oy | 11/2013 -12/2014

- My responsibilities included drafting and publishing press releases, compiling content plans, SEO content creation for websites, drafting blog posts and blog collaboration, social media communication and advertising, crisis communication, and Project Manager tasks.
- My clients included Tempur and 220 Energia, among others.

Copywriter & Marketing Planner

Mediashake Oy | 05/2013 - 11/2013

Marketing and Sales Assistant

Wiktio Oy | 2011

EDUCATION

Laurea University of Applied Sciences

Innovative digital services of the future program - Master's Degree studies - 45 credits

Satakunta University of Applied Sciences

Bachelor of Business Administration | 2013 - 2018

- Major in marketing

Rauma Community High School

Secondary school graduate | 2003 - 2006

References available upon request.