

TONI TAUPILA

Marketing Manager

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Bookham, Surrey



SUMMARY

I'm a highly motivated, analytical, and fast-learning full-stack digital marketer, who is looking for the next role to succeed and grow professionally in. I am available immediately.

For more detailed information about me personally, my experience, skills and the projects I've worked on please visit my online portfolio at: <https://taupila.co.uk/>

RELEVANT EXPERIENCE

Marketing Manager

infinIT Services GmbH

11/2016 - Ongoing Berlin & Munich, Germany

Complete hands-on management of the entire marketing mix & daily marketing tasks of an information technology & digitalisation business with over 800 employees in Germany and Poland in 11 locations.

References:

Benjamin Quitter, Head of Marketing & Communications
(benjamin.quitter@infiniit-services.de)

Sven Stoecker, Managing Director
(sven.stoecker@infiniit-services.de)

- **Rebranding of the Business.** I conducted the whole digital and physical rebranding of the business that included: Design & creation of a new website (WordPress), creation of new on-brand marketing collateral: Email signatures, letterheads, flyers, presentation templates. Design & creation of on-site branding using a Graphtec vinyl cutter & installation of vinyls & signage at several locations.
- **Websites.** In addition to the creation and administration of the main website I constantly supported the sales activities by creating various landing pages for campaigns. I also created separate websites for specific portfolio elements and solutions (WordPress).
- **Social Media Management.** I managed the complete organic and paid social presence of infinIT and conducted several targeted campaigns on Facebook, XING and LinkedIn. These campaigns were typically either a part of a larger campaign like a product / solution push, or a campaign to inform about the participation in events and trade fairs.
- **Search Engine Marketing & Optimisation.** I also had the lead in conducting several keyword researches to help the company identify potential leads and other target groups of interest. I managed several Google Ads campaigns that were in accordance with my research and planning. I also made SEO briefs and instructions to the German-speaking colleagues on how to optimise the copy on the website, blog posts and landing pages accordingly.
- **Graphical Design.** I designed and created all marketing collateral including: Flyers, rollups, trade fair booths, letterheads, emails, presentations, videos, animations, business cards etc.
- **Reporting & Analysis** of campaign performance (Google Analytics).

EDUCATION

Bachelor of Business Administration, Marketing

Tampere University of Applied Sciences - Finland

2010 - 2016

- In this degree I gained a business-oriented and international set of skills and extensive knowledge on **Marketing** and **Business Administration**.
- The courses included topics such as: Marketing, international marketing, marketing research, marketing planning & strategy, statistics, economics, business management, business law & ethics.

Vocational Qualification in Business & Information Technology

Ikaalisten Kauppaoppilaitos - Finland

2003 - 2006

- This degree laid basic foundations for understanding the economics and practicalities of running a business. It also introduced me to several professional tools and platforms such as Adobe Suite, CorelDRAW and Microsoft Office.
- Courses included in the degree consisted of a varied mix of topics such as: Marketing, economics, accounting, law, graphical design and information technologies.

LANGUAGES

English

Bilingual Proficiency



Finnish

Native Speaker



Swedish

Intermediate



RELEVANT EXPERIENCE

Marketing Manager, Consultant

Prisme Solutions SAS

📅 09/2016 - 12/2018 📍 Paris, France

Prisme was an offset printing business specialising in security printing products, which was carved out from its Nordic parent company.

- **Rebranding of the Business.** I designed and created all the core elements needed for a full rebranding: New logo, company branding elements, and a new website (using an HTML template).
- **CRM Migration.** I successfully transferred the existing data (contacts, accounts, leads, opportunities) provided by the old parent company from Microsoft Dynamics CRM to the new Salesforce instance.
- **Salesforce Administration.** After the initial CRM migration I continued to administrate the whole Salesforce instance for the business. This included improving the data input quality, adjusting Salesforce to better suit the sales processes and the lead funnel. I also created automations such as reminders and Web-to-Lead & assignment rules.
- **Salesforce Reporting.** I also reported on sales activities by creating biweekly reports and presentations to the management using the data in Salesforce. I also created numerous custom reports and dashboards to help the salespeople keep track of their leads - and to help management monitor the activities of the salespeople. My reports were also used to forecast the company performance.
- **General Marketing Tasks.** Alongside the Salesforce administration I conducted numerous daily tasks such as designing and creating marketing collateral for the salespeople: The collateral mostly consisted of flyers and various presentations for clients.

Full-Stack Marketing Freelancer & Director

Solution Juice Ltd

📅 07/2016 - Ongoing 📍 London, England

I have conducted numerous digital and traditional marketing projects for several companies in England, Germany and Finland. For concrete examples please have a look at my online portfolio: <https://taupila.co.uk>

- The complex set of marketing services I have offered as a freelancer have included (but are not limited to): **Website Creation** (using basic HTML and/or WordPress), **Graphical Design** (creation of logos & other graphical elements), **Branding** (design and creation of complete look and feel for companies), **Social Media** planning and campaign implementation (seasonal campaigns & special promotions), **SEO** research and content optimisation utilising Google Keyword Planner and best SEO practices, **Emailing** (MailChimp), **Search Engine Marketing** (setting up Google Ads campaigns according to **Keyword Research** conducted), **Designing & Creating Promotional Materials**; flyers, rollups, business cards, presentations, etc.
- I have also created and currently manage two **Affiliate Marketing** sites (*as a hobby*): spotandwin.co.uk & honestlyreviewed.co.uk

Keyword Researcher, Freelancer

Mavens of London

📅 04/2016 - 05/2016 📍 Holborn, London

In this project I got properly introduced to **Keyword Research** and technical **Search Engine Optimisation**. I also learned first-hand how a traditional SEO agency & marketing consultancy conducts their SEO projects. This keyword research project was conducted for one of the largest manufacturers of cholesterol-lowering products.

- I successfully conducted the **Keyword Research** in the short period of time given, and identified relevant sets of keywords that I then assigned to a predefined set of content and blog posts; enabling the targeting and reaching of the relevant traffic effectively.
- I utilised a combination of **Google Keyword Planner** and **Google Search** itself to research and gather all relevant keywords.

STRENGTHS



Eye For Detail

My personal preference is to do everything properly and just once.



Fast Learner

I'm not only a fast learner, but I'm constantly keeping up-to-date with the latest trends and marketing methods!



Professionally Driven...

I aim to excel and succeed in my work.



... But not too much!

A fun work environment and enjoying work & colleagues is as important as hitting the goals and the success of the company.

KEY SKILLS & EXPERTISE

Digital Marketing



Marketing Communications



Social Media Marketing



Search Engine Marketing & Optimisation



TOOLS

Microsoft Office

Google AdWords

Google Analytics

WordPress

CoreIDRAW

Adobe CC Suite

Salesforce

MailChimp

HTML