

Top Skills

Strategic Planning

Client Relations

Storytelling

Languages

English (Full Professional)

Russian (Native or Bilingual)

Estonian (Full Professional)

Certifications

Brand Strategy & Storytelling

AdWords Fundamental Brand

Storytelling

PR Basics

Brand Strategist & Creative Consultant

Tallinn, Harjumaa, Estonia

Summary

Creative and strategic marketer in comms and branding / integrated on-offline marketing

Experience

ADMIT

Brand Strategist & Creative Consultant

November 2022 - Present (1 year 10 months)

Tallinn, Harjumaa, Estonia

Consulting brands and agencies on brand strategy, integrated marketing, and advertising. In 2022 - 2024, I have worked with Precis Digital, Age Creative, LennukAD, Akkadian and many more.

- Creative Strategy & Concepting
- Creative Direction & Orchestration
- Brand Marketing & Positioning
- Brand Storytelling & Scriptwriting
- Integrated Marketing & Campaigns
- Digital Marketing & Social Media

Akkadian Message Agency

Marketing Communications Manager

February 2024 - May 2024 (4 months)

Tallinn, Harjumaa, Estonia

- Brand Management: Lead brand strategy, positioning, and creative direction to enhance cultural relevancy and market presence.
- Digital Marketing: Oversee digital strategies and social media campaigns, including brand audits and creative orchestration, to optimize online presence.
- Creative Leadership: Manage cross-functional teams in developing marketing campaigns that align with brand goals, involving stakeholders from creative, production, media, PR, and marketing.

- Customer Experience: Conduct user experience audits and optimize marketing funnels to improve customer retention, traffic quality, and conversion rates.
- Brand Experience: Develop and enforce brand guidelines to maintain brand integrity across all touchpoints, ensuring a seamless and effective brand narrative.

Age Creative

5 years

Creative Director & Strategist

August 2020 - February 2024 (3 years 7 months)

Tallinn

- Focus on creative orchestration, stakeholder management, and integrated creative campaign planning designed for growing cultural relevancy.
- Creative direction, team management, and communication between multiple stakeholders (creative, production, media, PR, event, brand & marketing)
- Marketing consultation: full-funnel marketing/media/creative, social media marketing, influencer marketing, and creative orchestration.
- Digital & creative team management, recruiting.
- Creative concepting & ideation, scriptwriting, copywriting, influencer marketing, social media strategy, and web experience.

Main accounts: The Coca-Cola Company, Orkla, Triple Net Capital, Novira Capital, Enterprise Estonia: Visit Estonia, Enterprise Estonia: Work in Estonia, Enterprise Estonia: e-Residency of Estonia.

Digital Creative Strategist

March 2019 - July 2020 (1 year 5 months)

Tallinn, Harjumaa, Estonia

- Amplifying traditional advertising with digital & social to champion the best of both worlds.
- Aligning media planning best practices with creative production.
- Digital & social creative solutions development, testing, and optimization.
- Paid and organic social media marketing, insights-driven creative concept development, testing, and optimization.

Main accounts: The Coca-Cola Company, Orkla, Novira Capital, Enterprise Estonia: Visit Estonia, SEB, Telia.

Precis Digital

Senior Creative Strategist

March 2022 - May 2023 (1 year 3 months)

Stockholm, Stockholm County, Sweden

- Focus on creative strategy and advisory to implement digital marketing best practices at every brand touchpoint.
- Stakeholder management and orchestration (creative & analytics teams, production, marketing, brand, communications).
- Paid and organic social media marketing, creative strategy creation & implementation, full-funnel marketing, insights-driven creative concept development, testing, and optimization in the app-marketing department.

Main accounts: EasyPark, Voi.

MediaCom Estonia

3 years 1 month

Digital & Connections Strategist

July 2018 - January 2019 (7 months)

Tallinn, Harjumaa, Estonia

- Focus on integrated media planning and cross-team collaboration.
- Stakeholder management and media orchestration (media, creative, production, PR & event).
- Full-funnel media planning including owned, earned & paid.
- Paid and organic media planning (programmatic, social, display, online video & influencers).

Main accounts: The Coca-Cola Company, Swedbank, Procter & Gamble, GSK, Rademar, Omniva.

Digital & Social Media Specialist

January 2016 - June 2018 (2 years 6 months)

Tallinn

- Digital & Social media analytics, planning, buying, optimization.
- Cross-team stakeholder management (media, creative, production).
- Paid and organic media planning (programmatic, social, display, online video & influencers).

Main accounts: The Coca-Cola Company, Swedbank, Procter & Gamble, GSK, Telia.

Mail.Ru Group

Advertising Sales Project Manager

July 2015 - January 2016 (7 months)

Tallinn, Estonia

Agentuur La Ecwador

Copywriter

April 2015 - April 2015 (1 month)

Age McCann - McCann Estonia

Copywriter

August 2013 - August 2013 (1 month)

Tallinn, Estonia

Education

Tallinn University

Not finished, Master of Arts (MA), Strategic and Corporate
Communication · (2015 - 2020)

Tallinn University

Bachelor of Arts (BA), Social and Advertising Psychology · (2010 - 2014)

Baltic Psychology and Management University College

Bachelor of Arts (BA), Psychology · (2012 - 2012)