



TONI MARTIKAINEN

WORK EXPERIENCE

Mar 2017 - Present

Head of Digital Marketing, ZEF

- » Digital Marketing
- » Marketing KPI's
- » B2B Content Marketing
- » SEO & SEM
- » Sales & Marketing Automations
- » Web Development & Customer Projects
- » Marketing Strategy and Analytics

Aug 2015 - Mar 2017

Digital Strategist, ZEF

- » Digital Marketing
- » B2B Content marketing
- » Web Development & Customer Projects
- » SEO & SEM
- » Sales & Marketing Automations
- » Social Media

Apr 2014 - Dec 2015

Entrepreneur, Tulikipuna

- » Digital Marketing
- » Content marketing
- » Web Development & E-commerce
- » SEO & SEM
- » B2C Facebook Marketing

Sep 2014 - Aug 2015

**Web Developer, McCann Worldgroup
Helsinki**

- » Web Development
- » Front-end development

EDUCATION

2012 - 2016

Computer Software Engineering
Metropolia Ammattikorkeakoulu

2008 - 2011

**Audiovisual Communications
Technologies/Technicians**
Hyria

CONTACT

me@tonimartikainen.fi
+358 50 4491228
@ToniMikaeel

Malminkatu 22,00100
Helsinki

PROFILE

I am curious and analytic. I dream of better personalization and customer experience in marketing. I believe in continuous learning and I try my best to learn new skills and develop the current ones.

MAIN SKILLS

Data-driven Marketing
Growth Hacking
Front-end Development
Marketing Analytics

LANGUAGE

FINNISH - Native
ENGLISH - Good
RUSSIAN - Basics