

# Maria Vesa

## IDEAS, STORIES AND TEXT

My goal is to help entrepreneurs and companies shine, bloom and succeed by creating beautiful copy, valuable content and coming up with stellar ideas.



My goal is to always produce understandable, valuable, customer oriented content with a touch of humor and soul.

Due to my background as a performer and a hotel entertainment manager

- I'm able to create content that moves, inspires and touches audiences
- I can run more than one project at a time, while still keeping the bigger picture in mind and motivating the people around me
- I'm focused and organized
- I can take initiative and delegate tasks to others according to their strengths

I've lived around the world and seen A LOT. I understand different audiences, their needs, values, desires and lingo.

Stepping into another person's shoes comes naturally to me, which I think is a pretty good quality to have - especially as a marketer/copywriter.

## SKILLS

- Creative & Content Writing
- Copywriting
- Project Management
- Team Leading
- Social Media Management
- GoogleAds, Meta Business Suite, LinkedIn Campaign Manager
- Newsletter campaigns (MailChimp, HubSpot)
- Amazing in Karaoke & MarioKart
- Not taking life or myself too seriously

## GET IN TOUCH

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## EMPLOYMENT HISTORY

### Content & Communications Coordinator

*Heltti Oy / January 2023 -*

- Writing B2B copy and content (newsletters, social media posts, ads, web pages, webinars, blogs, articles, product descriptions...)
- Planning & executing various marketing campaigns
- Spreading the message of ZERO BURNOUT across different channels
- Digital marketing / Content Marketing
- Editing expert articles and blogs
- Content planning and scheduling

### Freelance Copywriter

*Ideaniitty | August 2022 -*

### Marketing Coordinator & Copywriter

*Diamond Office #timanttiassarit | Sept 2020 - June 2022*

- Writing copy and content (newsletters, social media posts, ads, web pages, webinars, blogs, articles, product descriptions...)

### Head of Entertainment

*Golden Wave Entertainment | May 2017 - November 2018*

- In charge planning, producing and directing hotel's activities, events & evening shows
- Leading an international team of 5-9

### Customer Service & Virtual Assistant

*OmaAsiakaspalvelu | Jan 2019 - Apr 2020*

- Multichannel Customer Service for 24Pesula
- Creating online business brochures (Zeckit) for companies
- Translating blogs and articles ENG - FIN

## ACADEMIC PROFILE

### MASTER OF TOURISM & WELLNESS MANAGEMENT

*Savonia UAS Master's School | September 2021-*

Studies in future leadership, innovation knowledge, strategic project management, digital wellness, service design, digital marketing and workplace wellbeing management.

Final Thesis (in the planning stages): Creating a safe remote working environment - how to support employees' workplace wellbeing with empathetic communication