



PROFILE

I am creative and highly motivated communications and marketing professional with a positive "can-do and get-done" attitude, with experience in planning and delivering effective campaigns across different channels with a focus on digital. I have strong skills both in copy and visual media with a background in TV, journalism and photography.

CONTACT

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TEINA RYYNÄNEN

KEY SKILLS AND CHARACTERISTICS

- Strong communicator, both verbally and in writing
- Project management, planning and reporting
- Leading on marketing and communications campaigns from start to finish with creative flair to a wide range of clients
- Digital expertise using different CMS, social media platforms and software
- Photography, videography and editing
- Multilingual: fluency in English and Finnish (native), and intermediate skills in Swedish and French

RELATED WORK EXPERIENCE

Marketing and Communications Partner January 2020 - July 2021

Stockport Homes Group, Stockport, UK

Providing a professional and high-quality marketing and communications service to Stockport Homes Group, staff and partner agencies with a focus on digital, including: leading marketing campaigns from start to finish from planning to evaluation, administering and enhancing the content management system for websites across the group, creatively planning, editing and setting design briefs for digital and print content, photography and video productions, providing PR service (press releases and news articles) and working collaboratively with different internal staff groups.

Marketing and Communications Assistant September 2018 - December 2019

Stockport Homes Group, Stockport, UK

Internal and external communications and marketing, including: content planning and creation for intranet, the web and social media, liaising with different stakeholders to deliver effective customer communications, photography and video production, administrative tasks, e.g. event organising, budget management and invoicing.

EDUCATION

2006 - 2008

Bachelor of Arts (Audiovisual Media)

Metropolia, University of Applied Sciences, Helsinki, Finland
Media studies, including foundations degree in communications at Helsinki University.

2002 - 2005

Bachelor of Arts (Hons)

Manchester Metropolitan University, Manchester, UK
First Class Honours in Television Production

2001-2002

Certificate in Advertising

Marketing Institute
Helsinki, Finland

2000-2001

Certificate in Journalism

Laajasalo College
Helsinki, Finland

1995 - 1999

Matriculation Examination (A-Levels)

Vaajakoski College
Vaajakoski, Finland

REFERENCES

Heikki Mäntymäki
Communications Manager
City of Helsinki
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Verity Calderbank
Head of Marketing and Communications
Stockport Homes Group
verity.calderbank@stockporthomes.org
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RELATED WORK EXPERIENCE

Photographer

Dec 2014 – Present

Teina Ryyananen Photography, Stockport, UK

Sole Trader in own photography business. Trainer of beginners' photography courses.

Marketing Manager

March 2019 – Dec 2019

EPOK Artists' Studios, Stockport, UK

Creation and implementation of marketing strategy: content planning and execution of marketing messages for social media and the website, graphic design for all platforms, photography at events and workshops used in all studio's promotional materials.

PR and Marketing Officer

March 2015 – August 2015

Open Studios Altrincham, Altrincham, UK

Creation of press releases and contact with the press, content planning and execution for the web & social media, running of photography workshops and event organising.

Communications Assistant

May 2011 – July 2014

Helsinki City Planning Department, Helsinki, Finland

Planning and execution of internal and external communications, financial management of the team, photography and video productions, press and external stakeholder relations.

Production Assistant

August 2005 – November 2005

Yellow Film & TV Ltd. Helsinki, Finland

Assistant Editor

Jan 2002 – July 2002

Sanoma WSOY, Iltä-Sanomat newspaper, Helsinki, Finland

Assistant Editor

Feb 2001 – Dec 2001

Markkinointi & Mainonta (M&M) newspaper, Helsinki, Finland

OTHER LATEST WORK EXPERIENCE

Tracker

Jan 2021 - Present

STEP-IN Management Ltd

Part-time role in Project Management for pharmaceutical company's operating procedures.

Administration Assistant / Transportation Officer

Oct 2015 - Sept 2018

Stockport Council, Stockport, UK

Work for A6MARR & Town Centre Access Plan projects: delivering comprehensive transportation planning and execution with different teams. Communications support and working as PA for Project Managers.