

Contact

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www.linkedin.com/in/lariheikkinen
(LinkedIn)

JungleServices.com/ (Company)

Top Skills

Project Management

Project Planning

Management

Languages

Finnish (Native or Bilingual)

Thai (Elementary)

English (Professional Working)

Certifications

Build Your Own Chatbot

Computer Mechanic

Google Analytics Certification

AdWords Search Certification

Bachelor of Business Administration
(BBA)

Lari Heikkinen

Digital Marketing, Master

Helsinki, Uusimaa, Finland

Summary

Contact: Lari (at) JungleServices.com

Some of the platforms I've used in the past:

- ▶ eCommerce: Woocommerce | Shopify | Sharetribe | MyCashflow
- ▶ CMS: WordPress | Webflow | Wix | Hubspot
- ▶ Analytics: Google Analytics | Google Data Studio | Google Optimize | Google Tag Manager | Leadfeeder | Hotjar | SPSS | What A Graph
- ▶ Search Engine Optimization: Yoast | Webmaster Tool | SemRush | Screaming Frog | Ubersuggest
- ▶ Search Engine Marketing & Display Advertisements: Google Ads
- ▶ Social Media Marketing: Facebook Ads | Instagram | Twitter | LinkedIn
- ▶ Email Marketing: MailChimp | Hubspot
- ▶ Graphics: Photoshop | Illustrator | Lightroom
- ▶ Video Edits: Windows Movie Maker
- ▶ ChatBot/VoiceBot: IBM Watson | IBM cloud platform (PaaS) | Zoho - ZoBot
- ▶ Project Management/Collaboration Tools & Chats: Hailer (SaaS) | Trello | Teams | Hangouts | Skype | Telegram | Slack | WhatsApp | Facebook Messenger
- ▶ Servers: DigitalOcean | NameCheap | Hostgator | FastComet | SiteGround | Sigmatic
- ▶ Programming languages: HTML - Basic | CSS - Basic | JavaScript - Basic | Node-RED - Basic
- ▶ Other: G suite | Office 365
- ▶ Booking Engine: SiteMinder

Experience

Jungle Services

Digital Marketing Master

August 2015 - Present (7 years 3 months)

Chiang Mai, Thailand

Some of the projects I worked with:

Google Ads Specialist

- ▶ Liverpool FC | Finland Market
- ▶ <https://store.liverpoolfc.com>

Digital Marketing Hero ;)

- ▶ <https://markkinointisankarit.fi>
- ▶▶ Digital Marketing Analyst
- ▶▶▶ <https://valjas.fi>
- ▶▶▶ <https://adapteo.fi/>

Digital Marketing Specialist @ Pitkospuu Productions

- ▶ <https://www.dekotalo.fi/>
- ▶ <https://www.rieker-shop.fi/>
- ▶ <https://www.nettikenka.fi/>
- ▶ <https://dagsmarkpetfood.fi/>
- ▶ <https://sporttirakki.fi/>
- ▶ <https://www.warriorcoffee.com/>
- ▶ <https://konecenter.com/>
- ▶ <https://lukiolaiskannettava.fi/>
- ▶ <https://nuutinen.fi/>
- ▶ <https://www.creamailer.fi/>
- ▶ <https://subway.fi/>
- ▶ <https://www.heydudeshoes.se/>
- ▶ <https://karelianstore.fi/>
- ▶ <https://www.koli.fi/>
- ▶ <https://pht.fi/>

Digital Marketing Consultant

- ▶ <https://warmheartworldwide.org>

Digital Marketing Assistance - Lysefjorden Adventure

- ▶ <http://www.lysefjordenadventure.no>

Digital Marketing Coaching

- ▶ <https://www.aavaresort.com>

Digital Marketing Specialist

▶ <https://bigmango-solutions.com>

Google Ads Specialist

- ▶ Basware Connect | Support the event registration
- ▶ <http://www.baswareconnect.com>

Digital Marketing Specialist - SaaS

- ▶ <https://www.4straction.com/>

Digital Analyst

- ▶ <https://jwsohio.com>

Digital Marketing Consultant

- ▶ <https://www.searchlaboratory.com>

Digital Analyst @ Hailer | Next Generation Process Management Software | SaaS

- ▶ <https://www.hailer.com/>

Marketing Coordinator | VISA CRM Software

- ▶ The VISA-CRM is a complex solution for the business tasks and is operator work-space with following features:
 - ▶ Clients database, Planning, Printing forms, Histories, Customers Directory Tree, Daily eMailing, Billing, Statistics, etc...

Marketing Coordinator - Payap University:

- ▶ Goal: Increase International MBA students
- ▶ <https://www.payap.ac.th>

Project: Jungle Plaza (Online Second-Hand Marketplace).

- Goal: Sign up 3000 users in the first year. We surpassed it, have over 9000.
- ▶ Duty: Head of E-Commerce & Digital Marketing.

Pitkospuu Productions

Digitaalisen markkinoinnin asiantuntija
April 2020 - Present (2 years 7 months)

Markkinointisankarit Oy

Sankari :)
May 2019 - Present (3 years 6 months)

Verkkokauppamarkkinointi.com
Verkkokauppa markkinoinnin asiantuntija
May 2022 - Present (6 months)
Helsinki, Uusimaa, Finland

Big Mango Solutions Co., Ltd.
Digital Marketing Master
August 2019 - Present (3 years 3 months)

Mertanen Analytics Oy
Digital Marketing Specialist
March 2020 - Present (2 years 8 months)

Rude Larry
Digital Head Coach
October 2018 - May 2022 (3 years 8 months)
Bangkok Metropolitan Area, Thailand

What will you get from Rude Larry?

In 6 months you will have:

Stopped wasting money on ineffective marketing

Built a new internal website that tracks and measures the impact of all of your digital marketing programs

Created a new external website and targeted digital marketing program

Trained a digital marketing specialist to manage your new technology and marketing efforts

To do this, Rude Larry will:

Optimize your web presence with perfected SEO and Branding

Create and enable an all-means digital marketing system including SEM, SoMe, and email

Maximize your conversion rate from visitors to customers

Train your employees to think digitally

Iglu
Digital Marketing Trainee
June 2013 - July 2015 (2 years 2 months)
Chiang Mai, Thailand

Project: Tyoloma (Relocation Service for IT Professionals).

- ▶ Accolades: The biggest financial newspaper in Finland wrote an article about our project.
- ▶ <https://www.is.fi/taloussanomat/yrittaja/art-2000001807361.html>
- ▶ Duty: Project Management/Planning & Marketing.
- ▶ When we started this project in 2013, Iglu has 10 employees in the house. Currently (2017), Iglu company has over 193 employees in four different locations.
- ▶ I also planned and wrote the Iglu employee handbook.

Gilbarco Veeder-Root

Field Service Engineer - Area Representative

March 2005 - March 2009 (4 years 1 month)

Kajaani Area, Finland

- ▶ I have been employed as a Field Service Engineer at Gilbarco Veeder-Root. Daily tasks have been to repair, install and maintain the following things: payment systems, automatic tank gauge systems, electronics/electrical faults, UPS, sensors, electrical motors/pumps.
- ▶ Also, preventative works have been a major role in my daily work routines. Successful completion of the work requires good technical skills, interpersonal skills and the ability to work independently.
- ▶ Area size was 350 km x 200 km.
- ▶ Responsible for taking care of hundreds of gas stations individually.
- ▶ Clients: ABC, Airports, Army, Exxon, Industrial plants, Neste, Shell, ST1, Teboil.

Asennusliike Juha Moilanen Oy

Technician

September 2004 - February 2005 (6 months)

Kajaani Area, Finland

- ▶ Pallet racking installation to warehouses around Finland.

CR-Keskus Oy

Sales Negotiator

August 2004 - August 2004 (1 month)

Kajaani Area, Finland

- ▶ Telemarketing for Tele Finland sim card deals

Kainuun Kone ja Laakeri Oy

Warehouse Manager

January 2003 - July 2004 (1 year 7 months)

Kajaani Area, Finland

- ▶ Prepare and complete orders for delivery or pickup according to schedule (load, pack, wrap, label, ship).
- ▶ Receive and process warehouse stock products (pick, unload, label, store).
- ▶ Perform inventory controls and keep quality standards high for audits.
- ▶ Keep a clean and safe working environment and optimize space utilization.
- ▶ Complete diary logs into inventory.
- ▶ Report any discrepancies.
- ▶ Operate and maintain preventively warehouse vehicles and equipment.
- ▶ Follow quality service standards and comply with procedures, rules, and regulations.

Finnish Army

Jaeger

May 2002 - December 2002 (8 months)

Kajaani Area, Finland

- ▶ Specialization: Mortar Jaeger.

Sähkörakointi Mähönen

Electrician

January 2001 - May 2002 (1 year 5 months)

Kajaani Area, Finland

- ▶ Read blueprints and technical diagrams.
- ▶ Install and maintain wiring, control, and lighting systems.
- ▶ Identify electrical problems with a variety of testing devices.
- ▶ Repair and replace: wiring, equipment, fixtures using hand tools and power tools.
- ▶ Follow state and local building regulations based on the National Electric Code.

Inter Asfaltti

Laborer

May 1997 - September 2000 (3 years 5 months)

Kajaani Area, Finland

- ▶ Repaired road surfaces using prepared asphalt mixes.
- ▶ Conducted asphalt work using a variety of automated equipment and tools.
- ▶ Repaired highway and residential neighborhood roadways using prepared asphalt mixes.
- ▶ Reported asphalt equipment malfunctions to construction management in a timely manner.
- ▶ Traffic Management.

- ▶ Collaborated with contractors to ensure timely and full completion of construction and repair tasks.

Education

Payap University Chiang Mai Thailand

Master of Business Administration (MBA), Master of Business Administration · (2015 - 2017)

CMU Language Institute

Thai language and culture program · (2015 - 2017)

Rajamangala University Technology of Lanna, Chiang Mai Thailand

Bachelor of Business Administration (BBA), International Business Management · (2010 - 2015)

Kainuun Ammatti-Instituutti of Kajaani Finland

Diploma of Electrical/Electronic/Computer · (1998 - 2002)