

# MIKKO NISULA

ACCOUNT DIRECTOR,  
STRATEGIST



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 Lahti, Finland

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## PROFILE

A strategist and marketing guy working at the intersection of digital service design, creative design, sales and marketing.

## SKILLS

- Strategy & Branding
- Marketing & Comms.
- Team Lead & Management
- Concept Design
- Business & Creative Insights
- Inbound Marketing
- Growth Marketing & Sales
- Digital & Content Strategy
- Digital Service Design
- Film Production & Marketing

## EXPERIENCE

### ACCOUNT DIRECTOR, STRATEGIST

Mainostoimisto ILME Oy

2023 - PRESENT

- As Account Director and Strategist at Mainostoimisto Ilme, I lead client relationships, ensuring their branding and marketing goals are met with innovative solutions. I direct a team, overseeing strategy and execution for campaigns that boost brand awareness, engagement and conversion.

### STRATEGIST & CREATIVE TEAM MANAGER

Crasman Oy

2022 - 2023

- Led cross-functional teams to drive business expansion through growth marketing strategies, data-driven insights, and collaborative leadership. Orchestrated creative campaigns that achieved measurable growth, optimizing the clients market presence and fostering creative excellence.

### STRATEGIST & TEAM LEAD

Avidly Oyj

2019 - 2022

- I played a pivotal role in guiding the strategic direction of projects, leading a dynamic team of professionals, and ensuring the successful execution of innovative marketing campaigns. My responsibilities included developing comprehensive creative strategies, fostering collaboration among team members, and overseeing project lifecycles from concept to delivery.

## EDUCATION

### BACHELOR OF CULTURE AND ARTS

Metropolia University Of Applied Sciences (Helsinki)

2006 - 2010

## MEDIAKOULUTUS

Laajasalon opisto (Helsinki)

2000 - 2001

## TANNSSIALAN PERUSTUTKINTO

Turun konservatorio

1996 - 1998

## YLIOPPILAS

Kiveriön lukio (Lahti)

1995

## CERTIFICATIONS

### FUNDAMENTALS OF AGILE PROJECT MANAGEMENT

PMI (2023)

### FUNDAMENTALS OF PREDICTIVE PROJECT MANAGEMENT

PMI (2023)

### INBOUND

HubSpot Academy (2022)

### INBOUND MARKETING

HubSpot Academy (2022)

### SOCIAL MEDIA MARKETING

HubSpot Academy (2022)

### DIGITAL MARKETING

HubSpot Academy (2022)

### CONTENT MARKETING

HubSpot Academy (2022)

### SEO

HubSpot Academy (2022)

### GROWTH-DRIVEN DESIGN

HubSpot Academy (2023)

### SALES ENABLEMENT

HubSpot Academy (2023)

### SCRUM MASTER (SMC)

PMI (2022)

## MORE EXPERIENCE

### DIGITAL STRATEGIST

Nitroid Oy

2018 - 2019

- I was developing and executing high-impact digital marketing strategies. I collaborated with cross-functional teams to drive brand visibility, engage target audiences, and boost online presence. I led the growth of a dynamic digital marketing team, fostering a culture of innovation and continuous learning.

### CHIEF MARKETING OFFICER & CO-FOUNDER

Lunchie Oy

2016 - 2018

- I played a role in shaping the startup company's marketing and growth strategies from its inception. I led the development and execution of marketing initiatives, brand building, and customer acquisition efforts, helping the company establish a market presence and drive rapid growth. My responsibilities included creating and implementing innovative marketing campaigns, building and nurturing strategic partnerships, and overseeing a talented team to achieve our business objectives.

### PLANNER

Vaikutustoimisto Zipipop Freud

2011 - 2016

- My role involved meticulously researching and analyzing market trends, consumer behavior, and industry insights to develop data-driven strategies. I collaborated with cross-functional teams to create effective and targeted digital communication plans, ensuring clients' messages reached their intended audiences. I also conducted competitive analyses, identified opportunities for growth, and recommended creative solutions to enhance campaign performance. My role was important in shaping successful communication strategies that resonated with clients and delivered measurable results.

### ENTREPRENEUR

Road Light Media

2009 - 2011

- I led a dynamic venture focused on social media content and strategies. My responsibilities included devising and executing creative content campaigns, developing engagement strategies, and leveraging various social media platforms to build brand presence, increase audience reach, and drive business growth.

# MORE EXPERIENCE

## PRODUCER

Gentle Film Ltd.

2009 - 2009

- A short-lived feature film and TV production company, I was responsible for overseeing all aspects of production, from concept to completion. I worked closely with writers, directors, and crew to bring creative visions to life on a tight schedule and budget. Despite the company's short duration, I gained valuable experience in managing the complex and dynamic world of film and television production.

## PRODUCER

The Voice TV

2007 - 2008

- My role encompassed overseeing the entire content creation process. I curated and scheduled captivating music videos and engaging shows tailored to the interests of our young audience. This involved collaborating with artists, directors and production teams to ensure high-quality, trendsetting content.

## PRODUCER

Elämystaikurit Oy

2004 - 2006

- I oversaw the planning, coordination, and execution of various events, ensuring that every detail came together seamlessly. My role involved collaborating with clients to understand their vision, managing budgets, assembling and supervising event teams, and troubleshooting any issues that arose during the event. I was responsible for delivering memorable and successful events, ranging from corporate conferences to entertainment showcases, by leveraging my creative and logistical skills.

## PRODUCER / EDITOR

Intervisio Oy

2002 - 2003

- I was responsible for overseeing the creative and logistical aspects of various cross media projects. This role involved collaborating with writers, directors, and production teams to develop and execute engaging content that spanned multiple platforms, including television, online media, and more. In addition, my role as a TV editor involved meticulously editing and crafting compelling stories for television programs. My expertise in video editing software, attention to detail and storytelling skills were essential in shaping the final product and engaging the audience.