

Profile:

Creative and analytical marketing architect with a portfolio of 20 years of digital expertise and international business. Demonstrated capability of developing winning digital strategies and managing data-driven, successful deployments for marketing. Building engagement and demand generation through omni-channel campaigns, marketing technology, digital media and advertising, social marketing, websites and e-commerce, user experience, SEO, and content strategy.

Employment History:

Associate Vice President, Digital Marketing MCI USA (Washington, D.C.) 1/2020 – present

Managing the agency's digital services and marketing solutions for clients in multiple industries. Leading the digital and marketing consulting practice including strategy and planning, digital transformation, audits and optimization, audience and stakeholder engagement. Collaborating with business development, and client leaders to identify and develop opportunities for new and existing clients, and spearheading MCI USA's digital services and solutions portfolio development by training, educating, and mentoring talents on new capabilities. My team and I manage full-service marketing and communications for 12 client organizations and work each year with 20-30 clients on consulting and project-based campaigns with high ROI.

Director of Digital Innovations MCI USA (Washington, D.C.) 11/2016 – 12/2019

Leading digital marketing and communications initiatives to drive audience engagement and sales by designing 360° marketing strategies and executing successful tactics for global and national clients. Established and managing the Digital Marketing Services department from design and strategy to planning, budgeting, and production; and serving as principal consultant for marketing and digital technology. Developed globally MCI's CRM, marketing automation and audience engagement in 31 countries.

Marketing Director MCI Group (Barcelona & Geneva) 8/2010 – 10/2016

Marketing strategy and planning, business intelligence, and business development. Strategic and tactical marketing consulting for clients in Europe, Latin America, USA, and Asia. Leading on group-level MCI's digital transition and managing marketing & sales technology with cross-functional team of marketing, sales, business intelligence, and technology specialists.

Sales & Marketing Director MCI Spain (Barcelona) 2/2008 – 8/2010

Business development and product strategy with P&L responsibility. Successfully managing global B2B marketing initiatives for clients and redesigning the service portfolio with 60% growth in 3 years.

Online Marketing Manager NTRglobal (Barcelona) 6/2006 – 2/2008

Global lead generation, advertising, and customer engagement for an international SaaS company with campaigns in 22 countries in 13 languages with 400%+ growth in leads annually. Natural and paid search optimization, website development and online sales. Responsible for generating over 70% of company's revenue through online channels.

Marketing Associate Barcelona International Convention Centre 4/2005 – 6/2006

Marketing Manager Digia (Helsinki) 8/2000 – 8/2004

Concept Designer Fujitsu Invia (Helsinki) 5/1998 – 7/2000

Joonas Järvinen

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Education:

- ⊙ **Executive MBA.** ISEAD – Universidad Complutense 2011. Madrid, Spain.
- ⊙ **Post-graduate** degree in **Digital Business.** Mercuria Business School 2003. Helsinki, Finland.
- ⊙ **Bachelor of Business and Administration.** Helsinki University of Applied Sciences 2000.
- ⊙ Studies in Finland, United States, China, Sweden, and Spain.
- ⊙ **Certifications** in Project Management, Digital Marketing, Account Management, Marketing Automation, Growth Hacking, Google Analytics, Content and Inbound Marketing, Google Ads, Amazon Advertising, Microsoft Advertising, Hubspot, and IT solution design.

Skills:

- ⊙ **MARKETING MANAGEMENT**
Creative Strategy, Positioning and differentiation, Growth marketing, Branding, Planning
- ⊙ **DIGITAL ENGAGEMENT**
Demand generation, Audience engagement, Customer experience, Usability design, Data privacy
- ⊙ **MARKETING CHANNELS**
Omni-channel marketing, Content strategy, Social Media, Influencer, Email and mobile marketing
- ⊙ **ADVERTISING**
Major advertising platforms, Programmatic, Paid Media, SEM / PPC, Sponsored Social
- ⊙ **ONLINE PRESENCE**
Concept design, Web development, E-commerce, Search Engine Optimization, Digital Comms
- ⊙ **STRATEGY**
Growth strategies, Product & Service Design, Go-To-Market, Expansion and Internationalization
- ⊙ **INNOVATION**
Digital Design & Transformation, Marketing & Sales, Process Innovation, Design Thinking
- ⊙ **SALES**
Business development, Account Based Marketing, and Account Management
- ⊙ **SYSTEMS**
CRM, Marketing Technology and automation, Analytics, Content Management Systems
- ⊙ **LANGUAGES:**
Finnish (native); English and Spanish (bilingual fluency); Swedish, German and Catalan (good).

Additional Information:

- ⊙ I have worked with numerous organizations (B2B & B2C) from startups and SME's to Fortune 500 brands in multiple industries including information technology, healthcare, retail, government, FMCG, manufacturing, hospitality, professional services, and association & nonprofit space.
- ⊙ Product strategy, marketing consulting and advisory for SaaS start-ups and SME's 2009-2020.