

**Heidi Ylä-Ajos (28.02.1980)**

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### ***ABOUT ME***

Experienced Project Manager/Producer with 7 years of experience in advertising and marketing, working with companies like Nokia, TeliaSonera Finland (leading mobile operator), Glaceau Vitaminwater (launch to Finland 2011), Kokoomus/The National Coalition Party (EU elections 2009 and Finnish Parliament elections 2011), Bayer and Sampo Bank: excellent communicator, team worker, well-organized, creative, result driven and with good work ethics. Proven ability to combine right personnel skills, budget and timeline to produce measurable results. Loves surfing and reading and is interested in learning new skills.

### ***SPECIALITIES***

People skills – Negotiating skills – Integrated marketing project planning – Concept design – Email marketing – Social media marketing – Service Design – Understanding of different platforms and medias – Digital media driven.

## **EXPERIENCE**

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### **Producer**

#### **FWD Helsinki (Helsinki, Finland/Full time/October 2009–August 2011 (1 year 11 months))**

FWD Helsinki – Digital marketing and Advertising – 35 employees

Responsible for all third party collaboration work and productions done with illustrators, photographers, film production companies, composers and freelancers. Responsible for negotiating all contracts, prices and execution timelines with the chosen partners and aligning them with given budgets, production timelines given by the Account Director. Responsible with the Project Manager for the execution of the production and evaluation of the end product with the creatives. Coordinating internal resources weekly with Account Directors and Project Managers. Weekly performance reporting to Account Director, clients and CEO.

- Managed creative teams, planning and production.
- Mentored and managed Associate Project Managers.
- Evaluated the performance of campaigns and projects, incorporating that analysis into future productions.
- Supported and participated in new business sales pitches.
- Established a network of evaluated companies and freelancers for future productions.

### **Producer/Project Manager**

#### **Luxus (Helsinki, Finland/Full time/August 2009–October 2009 (3 months))**

Luxus – Advertising – 70 + employees

Responsible for planning and management of internal resources, project timelines and budgets mainly for Nokia projects. Daily account and customer relationship management and coordination.

- Weekly sales and projects reporting to Account Director.
- Managed daily client contacts, creative teams and production resources.
- Implemented a new project management platform for resourcing/calendar and cost estimates.
- Managed project planning and production implementation.
- Planned and launched digital marketing campaigns for strategic clients.
- Supported and participated in new business sales pitches.

### **Producer/Project Manager**

#### **Gyllene Skor (Helsinki, Finland/Full time/February 2009–August 2009 (7 months))**

Oy Gyllene Skor Ab – Digital Media Strategy – 12 employees

Campaign planning and project management, being part of a designer team creating business-focused concepts for clients. Responsible for planning and managing of project timelines and budgets. Daily

customer relationship management and coordination. Weekly sales and projects reporting to Account Director and CEO.

- Managed clients, creative teams and production resources.
- Managed project planning and production implementation.
- Assisted in email marketing planning, service design, strategy creation and analysis.
- Supported and participated in new business sales pitches.

### **Project Manager/Online Production Manager**

#### **Bob Helsinki (Helsinki, Finland/Full time/January 2004–February 2009 (5 years 2 months))**

Bob Helsinki – Marketing/Advertising – 40 + employees

Started as a trainee/receptionist and got promoted first to Project Assistant and then to Project Manager and after that to Online Production Manager/Junior Producer. Responsible for planning and managing of project timelines and budgets. Daily customer relationship management and coordination. Weekly sales and projects reporting to Account Director and CEO. Managed internal resources and third party collaboration work and productions done with illustrators, photographers, film production companies, composers and freelancers. Managing 360° marketing campaign from project planning, pricing, executions, from resourcing to evaluation.

- Managed clients, creative teams and outsourced production resources.
- Project planning and production implementation.
- Assisted in marketing campaign planning, strategy creation and analysis.
- Supported and participated in new business sales pitches.

### ***EDUCATION***

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#### ***Laurea University of Applied Sciences***

**Bachelor's degree in Business Information Technology, specialized in Digital media**

Espoo, Finland/2001–2004

#### ***Institute of Marketing***

**Diploma in Marketing and Communications Management, Project management**

Helsinki, Finland/2000–2002

## **EXPERTISE**

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Microsoft: Office, Adobe: Photoshop, Google Analytics, Merlin project management wizard, ValueFrame project management tools, Wordpress, HTML and Flash basics.

## **OTHER ACHIEVEMENTS: Advertising awards**

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Golden Drum 2008 finalist (Seppälä - Premium-T)

New York Festivals 2007 finalist (Cancer Society of Finland and Seppälä – [www.seppala.fi](http://www.seppala.fi))

Cresta awards 2007 finalist (Cancer Society of Finland)

Effie 2007 bronze prize (Sinebrychoff)

Effie 2006 gold prize (Sinebrychoff)

AdProfit 2006 winner (Sinebrychoff)

## **LANGUAGES**

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**Finnish:** Native – **English:** Fluent – **Swedish:** Orally fluent

## **REFEREES**

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**Otso Huovinen**, *Business Director*, Wunderman Australia

[otso.huovinen@wunderman.com](mailto:otso.huovinen@wunderman.com)

tel: 02 9776 1728

mobile: 0406 209 459

*“Heidi is a true marketing and advertising professional - a digital native fluent with the full mix of marketing and advertising channels. Due to her hybrid skill set she can work in variety of roles, be it production, account management or teaming up with creative. I first got to know Heidi when she worked for Bob Helsinki, overseeing all their digital production and development (our company was part of the Bob group). After successful mutual projects we were lucky to have her join us to strengthen our production department and manage the network of our digital production partners.”*

**Agnes Cusach**, Director, MME Australia

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mobile: 0412 234 752

*"It is with great delight that I write this recommendation for Heidi Ylä-Ajos. While I have known Heidi for just a short time, she has proven herself to be an intelligent, highly capable and generous woman. Heidi came to our small, not for profit organization, the Multicultural Media Exchange, through the recommendation of a mutual friend. After just one meeting to explore what was needed for our new website, Heidi quickly identified the work that needed to be done and set out a schedule to achieve this quickly and effectively. Heidi completed designing the wire frames for our website while moving house, she even kept an appointment for an afternoon meeting after supervising movers and unpacking her belongings that morning. While the not for profit sector relies heavily on volunteering to survive, it is a breath of fresh air to find a volunteer with the skills, talent and efficiency that Heidi brings to the workplace. I would be delighted to talk with you further about Heidi, please do not hesitate to contact me."*

**Petteri Laurikainen**, Business Manager, Fiskars Home, Finland

[petteri.laurikainen@fiskars.com](mailto:petteri.laurikainen@fiskars.com)

mobile: +358 400 808 636

*"I enjoyed working with Heidi a lot. She is content-savvy, interested in the bigger picture and outstanding in coming up with perfect solutions for production and projects overall. Her ability to manage all the details while still adapting to changes and re-designing the plans is unique. But most of all, she is lots of fun to work with."*

**Maria Falcken**, Client Service Director, Deasign, Finland

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*"Heidi is a very efficient and energetic worker, who will go to great lengths in order to achieve the goals that have been set for her. She is highly organized and quality-conscious and is very good at keeping several balls in play simultaneously. She communicates well with both clients and co-workers, and is very efficient and tenacious in driving projects forward. Heidi manages herself very well and is a brilliant resource to have on board for complex and demanding projects."*