






Roosa Hakkarainen

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Profile

Creative, multilingual, highly reliable communications and content specialist with +7 years of experience driving impactful campaigns and content strategy across sustainability and humanitarian fields. Skilled in multimedia storytelling, journalism and creative project management to convince and inform audiences about meaningful topics.

Expertise

- Creative Project Management
- Social & Digital Campaigns
- Journalistic Writing
- Copywriting
- Script Writing
- Editing & Proofreading
- Media Monitoring
- Qualitative Research
- Website Management
- Social Media Management
- Search Engine Optimisation (SEO)
- Graphic Design
- Multi-stakeholder Management
- Creative Video Production

Creative, Multilingual Content & Communications Expert

Experience

- 12/2023 - Present**
Amsterdam,
the Netherlands

Social Enterprise Impact Institute
Marketing & Communications Senior Associate
 - Conceptualised and executed of +15 campaigns & content strategy
 - Improved brand messaging to reach energy, food and finance companies
 - Upgraded visual identity across websites, LinkedIn and newsletters
 - Produced an interview studio at "CSRD Day" -event with +600 attendees
 - Website improvement, management and content optimisation (SEO)
- 04/2023 - 11/2023**
Amsterdam,
the Netherlands

The Humblebrag Impact-Consultancy
Marketing & Communications Manager
 - Managed marketing projects at Creatives for Climate NGO
 - Secured client coverage in key sustainability publications e.g. Forbes
 - +50 communication projects; Greenwash Watch -training, Global Creative Meet-up -program, School of Life -personal branding partnership
- 8/2018 - Present**
Multiple

Freelance
Journalist, Copywriter, Translator
 - + 50 articles published in Finnish magazines and newspapers
 - Published a cover story in the biggest Finnish travel magazine Mondo
 - Wrote SEO-optimised website copy for Finnish business websites
 - Translated and edited +100 blog texts for various clients (Fin-Eng)
 - Clients include Nielsen, Meltwater, Spotzer, Mondo-, Apu- Magazines
- 3/2022 - 12/2022**
Amsterdam,
the Netherlands

Agtech Start-up SMARTKAS
Multimedia Content Creator
 - Researched key sustainability topics e.g. food security and water scarcity
 - Interviewed industry experts and wrote engaging website articles
 - Scripted and produced +15 social videos about the growth story so far
 - Created new educational multimedia content for social media platforms, contributing to the consistent growth of followers across all channels
- 8/2021 - 2/2022**
Amsterdam,
the Netherlands

Gracenote (Nielsen Company)
Entertainment Data Editor
 - Acquired information from Finnish content providers to create supreme movie and series descriptions on streaming services and TV
 - Investigated and updated outdated program content to ensure the highest quality of the editorial data in Finnish, Swedish and English
- 3/2020 - 2/2021**
The Hague,
the Netherlands

European Project Consultancy Company Eurodite
Communications Coordinator & Researcher
 - Managed internal and external communications for the two EU-funded heritage conservation projects, Innocastle and OpenHeritage
 - Co-author in a project description in the Journal of European Landscapes
 - Completed a research study on best practices for online engagement of communities by interviewing +15 heritage and city planning experts
- 1/2019 - 5/2019**
Amsterdam,
the Netherlands

World Press Photo Foundation
Exhibitions Intern
 - Prepared the worldwide 2019 photo exhibition materials, e.g. photo book
 - Fact-checked accuracy of winning photo captions sent by photographers
 - Designed posters and pamphlets for exhibition partners globally
 - Coordinated exhibition partners in +20 countries through the CRM system
 - Created the 2019 audio tour by interviewing photographers and filmmakers
- 5/2018 - 8/2018**
Porvoo, Finland

Newspaper Uusimaa
Journalist & Layout Designer
 - Covered local news by interviewing, writing and photographing artists, politicians, and people in the South-East Finland area
 - Edited stories written by other journalists to achieve high editorial quality
 - Designed the visual layout of the newspaper weekly with Adobe InDesign
- 3/2017 - 8/2017**
New York City,
The United States

Human Rights Watch
Communications & Multimedia Intern
 - Maintained press lists and monitored media publications to improve the reach of Human Rights Watch (HRW) new research reports
 - Oversaw @HRWPress -Twitter account and significantly increased the account followers by offering information to media professionals
 - Learned to create videos about important human rights issues, e.g. research, script writing, transcribing and subtitling

Programs

- Microsoft Office
- Adobe Premiere Pro
- Adobe Indesign
- Wordpress
- Squarespace
- Wix
- Figma
- Hubspot
- Google Analytics
- Mailchimp
- Hootsuite
- Asana
- Canva
- AI Tools, i.e. ChatGPT

Education

- 8/2019 - 6/2021
Amsterdam,
the Netherlands

University of Amsterdam, the Netherlands
Master of Communication Science (Research)
Theoretical focus on entertainment and political communication and journalism. Methodological emphasis on qualitative research (interviewing, content analysis, focus groups). Grade 8.1/10.
- 8/2016 - 2/2017
Vienna, Austria

University of Vienna, Austria
Exchange Program, Bachelor of Political Science
Course focus on European studies, international law and international humanitarian law.
- 9/2014 - 5/2017
Turku, Finland

University of Turku, Finland
Bachelor of Political Science
Major in political science and international relations. Minor in contemporary history and German language. Grade 4/5.

Courses

- 7/2017 - 8/2017
New York City,
the United States

New York University
Freelance Journalism: "How to Sell Stories"
The certificate course focus on how a freelance journalist can tell exciting stories and sell them to various publications.
- 8/2019 - 10/2019
Amsterdam,
the Netherlands

Student Cultural Centre of University of Amsterdam
Documentary I
The course focus on principles of making a short documentary: researching, interviewing, image composition, camera work, editing.
- 1/2023 - 4/2023
Amsterdam,
the Netherlands

Student Cultural Centre of University of Amsterdam
Documentary II
The course focus on making an advanced short film project, looking at different ways of storytelling, camera language, and video editing.

Extracurricular & Volunteering

- 1/2024 - present
Amsterdam,
The Netherlands

Home Start Netherlands
Parenting Support Volunteer
Empowered young mothers with everyday parenting challenges, informal planning support, time and attention.
- 8/2018 - 12/2018
Turku, Finland

The Finnish Red Cross
Multicultural Afternoon Club Volunteer
Supported children from various backgrounds on after-school tasks such as homework, reading and games.
- 12/2015 - 05/2018
Turku, Finland

Young European Federalists (JEF) Turku
Responsible for Events and External Affairs
Organised multiple events, e.g. talks with students and members of the European parliament.
- 1/2016 - 5/2016
Turku, Finland

AIESEC Turku
Responsible for External Affairs
Arranged traineeship positions for international students in the hospitality industry in the Turku region.
- 1/2016 - 5/2016
Turku, Finland

Student Newspaper Walpo
Journalist & Editor
Ideated and wrote stories about activities on the Turku University campus. Interviewed politicians from the region.

Languages

- Finnish (native)
- English (C2)
- Swedish (B1)
- German (B1)
- Dutch (A2)