



Roosa Hakkarainen


Profile

Strategic communications senior professional with 7+ years of international experience in managing sustainability and social impact campaigns across NGOs, consultancies, and EU-funded projects. Skilled in shaping narratives that inspire action, building trust with diverse stakeholders, and strengthening organisational credibility. Proven record of leading multi-channel campaigns, developing brand storytelling, and guiding creative teams to deliver measurable results. Passionate about nature, conscious travel, well-being and mindfulness.

Contact Me

 **Portfolio**
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The Netherlands

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Strategic Sustainability Communications Manager

Experience

12/2023 - Present
Amsterdam,
the Netherlands

Impact Institute

Marketing & Communications Manager

- Directed communications to position the Institute as a thought leader in impact economics.
- Created, project-managed and delivered +20 sustainability campaigns with partners in food, finance and energy.
- Oversaw a brand refresh across websites, LinkedIn and newsletters.
- Produced a high-profile interview studio at "CSRD DAY 2024" - event (+600 attendees).
- Managed website relaunch and SEO optimisation to boost visibility.

04/2023 - 11/2023
Amsterdam,
the Netherlands

The Humblebrag (Creatives for Climate)

Project Marketing & Communications Manager

- Managed 50+ communications projects for NGO and client campaigns in sustainability and climate.
- Secured international media coverage in key outlets, e.g. Forbes, Business Green.
- Led flagship initiatives; Greenwash Watch, Global Creative Meet-up, and *School of Life* -partnership.
- Coordinated stakeholders and remote creative teams to deliver high-impact projects.

3/2022 - 12/2022
Amsterdam,
the Netherlands

SMARTKAS

Multimedia Content Creator

- Researched and translated complex sustainability topics into accessible content (e.g. food security, water scarcity).
- Produced +15 social videos showcasing company growth and innovation.
- Created educational multimedia content, expanding reach across social platforms.
- Interviewed industry experts for articles strengthening brand authority.

8/2018 - Present

Freelance Communications & Journalism

Multiple clients

- Published+ 50 articles in Finnish magazines and newspapers, including a cover story in *Mondo*.
- Delivered SEO-optimised website copy and translations for clients such as Nielsen, Meltwater, and Spotzer.
- Edited and translated 100+ blog texts (Finnish-English) for corporate and media clients.

Earlier experience - International NGOs and Institutions

3/2020 - 2/2021
The Hague,
the Netherlands

Eurodite

Communications Coordinator & Researcher

- Managed communications for EU-funded heritage conservation projects (*Innocastle*, *OpenHeritage*).

1/2019 - 5/2019
Amsterdam,
the Netherlands

World Press Photo Foundation

Exhibitions Intern

- Coordinated exhibition materials and partners for the global photojournalism competition.

3/2017 - 8/2017
New York City,
The United States

Human Rights Watch

Communications & Multimedia Intern

- Supported media outreach and produced video content for global human rights campaigns.

Expertise

Strategic communications

- Brand messaging & development
- Sustainability & social impact communications
- Stakeholder & partner engagement

Creative content & media

- Multi-channel campaigns (digital, print, events)
- Impact storytelling & journalism
- Video & multimedia production
- Media relations & monitoring

Research & analysis

- Qualitative research (interviews, content analysis, focus groups)
- SEO & website optimisation

Digital tools

- **Adobe Creative Suite** (Premiere Pro, InDesign)
- **Web & CMS** (WordPress, Squarespace, Figma)
- **Marketing & analytics** (Hubspot, Google Analytics, Mailchimp)
- **Social media & campaign management** (Hootsuite, Asana)

Languages

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

Education

8/2019 - 6/2021

Amsterdam, the Netherlands

- **University of Amsterdam, the Netherlands**
Master of Communication Science (Research)

Focus: entertainment & political communication and journalism; qualitative research. Grade 8.1/10.

8/2016 - 2/2017

Vienna, Austria

- **University of Vienna, Austria**
Exchange Program, Bachelor of Political Science

Focus: European studies & international law.

9/2014 - 5/2017

Turku, Finland

- **University of Turku, Finland**
Bachelor of Political Science

Major: political science & international relations; minor: contemporary history & German language. Grade 4/5.

Additional training

7/2017 - 8/2017

New York City, the United States

- **New York University**
Freelance Journalism

8/2019 - 4/2023

Amsterdam, the Netherlands

- **Cultural Centre of University of Amsterdam**
Documentary I & II

Volunteering

1/2024 - present

Amsterdam, The Netherlands

- **Home Start Netherlands**
Parenting Support Volunteer

Supporting young mothers with everyday parenting challenges and planning support.

8/2018 - 12/2018

Turku, Finland

- **The Finnish Red Cross**
Volunteer, Multicultural Children's Club

Provided after-school support to children from diverse backgrounds.