

Teresa Maria

SKILL STACKING

Portfolio





About Me

A multi-talented & bilingual (FIN/ENG) Project Manager, SEO writer, blogger and communications expert from Finland with 15+ years of professional experience in digital marketing, content creation, cross-cultural communication, project management and business operations.

My work experience before entrepreneurship (2021-) covers various industries from jewellery to fashion, IT, banking and online casinos. There is no limit to what I can do: I stretch to every direction and what I don't yet know, I learn. Fast!



EARLY CAREER

2003: Library Assistant

The first job: a Summer job for 6 hours a day 4 days a week (I was a teenager). I:

- kept books organised in different libraries around Turku (FIN),
- fixed broken book spines,
- participated in organising events like the Medieval Market week,
- cleaned and helped customers.

I learned about customer service, how library services work, event organising and attention to detail.

2007 - 2010: Jewellery Sales Person

My first “proper job” that I did along with my University studies. I was responsible for:

- meeting sales targets,
- managing inventory,
- handling orders and campaigns,
- communicating professionally and intentionally.

I gained proper attention to detail, flexible and firm communication skills to deal with all sorts of customers, as well as doing sales and running a shop.

2008 - 2009: Secretary

For two Summers I worked as a secretary in a metal company taking care of:

- financial administration and reporting,
- monitored workflows,
- managed day-to-day tasks such as inventory,
- processed invoices,
- maintained internal filing systems and documentation.

I learned a lot about company governance and operations, crisis management as well as organisational and administrative skills.



ORDER MANAGEMENT, DELL S.R.O. BRATISLAVA (SVK)

I managed Finnish orders for private and institutional clients.
The skills required for the job included:

- excellent communication skills,
- attention to detail,
- understanding of different IT products and their components,
- collaborating with the sales team back in Finland,
- crisis management and self-sufficiency.

PROJECT MANAGER, KATRIUM OÜ TALLINN (EST)

As a Project Manager at a small marketing agency I did everything:

- from hiring to market research,
- cold-calling,
- managing processes and tools,

- supporting financial administration and reporting,
- organising team events,
- analysing and utilising data, etc.

In addition to building on my previous skills this job taught me people management, financial knowledge (specific to Estonia), marketing and data analysis.

INVESTMENT PROCESS ANALYST, NORDEA TALLINN (EST)

I was responsible for managing and implementing private clients' investment portfolios. I also took the role of "Team Event Manager" to organise team events, like pizza Fridays. The work was pretty straight-forward and it acquainted me with the banking world, increased my financial knowledge and leadership skills, as well as taught me resilience in a toxic work environment.





FOUNDER & EDITOR

Outlandish Blog

In 2011 I moved to London to do my University Internship for Finpro. In order to record my experiences in the metropol I started my first blog. As a passionate writer and photographer this became a hobby that stayed with me after my London days all the way to moving to Slovakia and then to Estonia.

In 2018 I finally purchased my own domain and started building what I dubbed “My Happiness Project”: the Outlandish Blog.

Now an established website with a GLOBAL audience, on which I share information, tips and inspiration on sustainable fashion, extraordinary travel, conscious lifestyle and alternative ways to run a business. Feel free to message me about collaborations!



ENTREPRENEURSHIP



TeresaMaria OÜ

I never imagined I could be an entrepreneur. But then I got a social media marketing position from an online casino startup. All of a sudden I was surrounded by unique individuals who all possessed this entrepreneurial mindset that was foreign to me. It was a contagious mindset, though, and eventually I decided to try freelancing, which quickly turned into TeresaMaria OÜ!

As a solopreneur I am, of course, responsible for absolutely everything: finding and engaging clients, executing projects efficiently and fast to the highest quality, building website(s), administration, filing and reporting, analysing data, optimising processes, utilising different kinds of tools, managing my time, etc. Five years on and thriving, looking for exciting new opportunities!



CLIENT TESTIMONIALS

Christian Soelberg Due, Investing Classroom

"It has been a pleasure working with Teresa for the past 3 years. Together we have accomplished fantastic results on the Finnish market with various projects and an output of more than 1 million words. If you need a skilled Finnish Copywriter with knowledge of SEO, then Teresa is your hero."

Ville, ClickoutMedia Ltd

"I've worked with Teresa on multiple projects, both in Finnish and English, over the years, and she has been nothing short of stellar. She is extremely fast, productive, friendly, and flexible: a true all-round content guru. Teresa is also highly advanced in SEO, so if your project needs greater visibility in search engines, she's the right person!"

Lotta, Marvel Consulting

"Cooperation with Teresa was efficient and executed in high spirits! Communication was laid-back but professional and showcased her expertise, and we got the work quickly according to agreement. Execution was exactly what we wanted and fit the purpose very well."



CONTACT & Booking Info

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