



ELLEN VARGAS VIRKKALA

MARKETING SPECIALIST

PROFILE

I am a multilingual Marketing and Communications professional with a strong focus on content creation and SEO. I have experience producing articles, customer success stories, newsletters, and internal communication materials, as well as managing publication processes across various platforms such as websites, LinkedIn, and email. I am comfortable interviewing experts, editing content for clarity and tone, and aligning communication with brand guidelines.

WORK EXPERIENCE

Mirka Ltd | Junior Marketing Communications Specialist

11.2024 - 04.2025

- Managed global social media content planning and execution across platforms
- Produced and published articles and customer success stories based on expert interviews "Meet our Technical Specialist"
- Led a recurring content series spotlighting Mirka's technical specialists and their role in supporting customer success "Robotic Sanding serie"
- Supported internal communication through intranet updates and company newsletters
- Collaborated with the growth marketing team for SEO and analytics
- Created and localized PowerPoint presentations and sales materials
- Proofread English content and ensured alignment with brand voice and tone
- Coordinated marketing assets for exhibitions, sales, product launches, and photoshoots

Oy Wisktröm Media Ab | SEO Specialist

03.2022 - 11.2024

- Developed tailored SEO strategies and keyword research
- Performed technical audits and content optimization
- Created detailed performance reports and recommendations
- Customer Relationship communications

Oy Brisa Ab | Marketing Assistant

04.2018 - 10.2020

- Produced and translated website and e-commerce content into Spanish, ensuring cultural and linguistic accuracy for the Hispanic market
- Conducted keyword research and applied basic SEO practices to improve visibility in Spanish-speaking markets
- Managed social media communication targeting Hispanic audiences, increasing engagement and community growth
- Coordinated influencer collaborations and content planning for cross-platform social media campaigns

CONTACT

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EDUCATION

KESKI POHJANMAAN AMMATTIOPISTO
2018 - 2021

- Vocational Qualification in Business Administration

CENTRIA UNIVERSITY

2022 - Expected Grad. Autumn 2025)

- Bachelor's Degree in International Business

SKILLS

- Content Creation & Editing
- SEO & Keyword Research
- Social Media Management
- WordPress (Gutenberg Editor), Canva, Capcut and others.
- AI tools for Marketing Applications
- Creative & Critical Thinking
- Strong Writing & Proofreading Skills

LANGUAGE SKILLS

Spanish ★★★★★

English ★★★★★

Finnish ★★★★★

Swedish ★★★★★