



Ellen Vargas Virkkala

Marketing Specialist | Strategic Marketing

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Profile

B2B Marketing Specialist with 3+ years of experience in digital marketing, SEO and content creation within international and industrial-focused environments. Background in industrial B2B marketing, supporting growth through structured content, analytics and inbound visibility. Experience working closely with sales, product and external partners. Hands-on, proactive and results-driven, with a strong interest in sustainability and clean technologies.

Key Skills

B2B Digital Content Creation

Creating and coordinating LinkedIn posts, articles and marketing content for professional audiences.

Marketing Analytics & Tools

Experience with Google Analytics, SEO tools, content performance tracking and reporting.

SEO & Inbound Marketing

Structured SEO planning, keyword research, and analytics to support inbound lead generation.

Cross-functional Collaboration

Working closely with sales, product teams, designers and external agencies.

Industrial & Technical Marketing Communication

Translating complex or technical topics into clear, accessible value-driven messaging.

Hands-on Execution & Experimentation

Strong execution mindset: testing, measuring, iterating and improving based on results.

Experience

Marketing Communications Specialist -

Mirka Ltd

Nov 2024 – Apr 2025

- Supported global B2B marketing activities in an industrial manufacturing company.
- Created and coordinated digital content for product launches, exhibitions and campaigns across multiple markets.
- Managed LinkedIn and other channels, contributing to consistent brand presence and engagement.
- Worked closely with commercial teams, supporting marketing activities tied to business growth.

SEO Specialist - **Wikström Media Oy**

Mar 2022 – Nov 2024

- Designed and executed SEO and inbound strategies for B2B clients, many in industrial and sustainability-related sectors.
- Conducted keyword research, content planning and performance analysis to improve visibility and lead quality.
- Managed multiple projects simultaneously with a structured, results-oriented approach.
- Collaborated with clients and partners to align marketing actions with commercial objectives.

- Supported digital marketing operations, content creation and social media communication.
- Applied SEO best practices and managed multilingual content for international audiences.
- Gained strong hands-on experience in daily marketing execution and coordination.

Education

Bachelor's Degree in International Business
Centria University of Applied Sciences
2022 - 2025

Vocational Qualification in Business Administration
Keski-Pohjanmaan ammattiopisto
2018 – 2021

International Event Planner Program
QC Event School
2018

Languages

Spanish Native

English Fluent

Finnish Advanced

Swedish Basic

Portfolio

More about me:

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