



JULIA HELMINEN

BRAND & MARKETING MANAGER



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Helsinki, Finland



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[Julia Helminen](#)

Impact-driven marketing professional with 7+ years of experience in global brand building and international marketing. I specialise in integrated marketing plans, cross-channel campaigns and measurement frameworks that drive growth across US, European and Asian markets. With sustainability and design expertise, I bring strong visual storytelling skills to help brands communicate clearly and build trust. A strong believer in collaboration and knowledge sharing, I enjoy hosting learning sessions and training events. My goal is to help purpose-driven brands grow sustainably and deliver long-lasting value.

EDUCATION

2012 - 2015

Aalto University

Master of Arts, Creative Sustainability

Minor in Management & International Business.

2011 - 2012

Thomas Jefferson
University

Master of Sustainable Design (coursework in building systems)

Awarded full tuition waiver through department assistantship.

2007 - 2011

Louisiana Tech
University

Bachelor of Interior Design (Honours)

Minor in Architecture.

2003 - 2006

Volgograd State
University

Associate of Intercultural Communication and Linguistics

Major: English language, Minor: French language.

EXPERIENCE

2024 - 2026

Business Finland

Digital Marketing Manager & Content Manager

- Created campaign strategies supporting Finland's commercial country brand objectives in target markets.
- Collaborated with cross-functional teams to align marketing KPIs and improve performance tracking.
- Built reporting frameworks and real-time dashboards, reducing reporting time by 90% and enabling faster follow-up.
- Optimised and scaled social media and Google campaigns, doubling engagement and increasing conversions by 20%.
- Closely collaborated with other marketing, business and strategy experts in local and global marketing teams.
- Facilitated team learning sessions to share best practices and accelerate adoption of new tools.
- Created written and visual content including illustrations, videos and infographics.
- Repurposed long-form content into short-form assets and created an asset library for content teams.



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2021 - 2023

Good News from Finland

Editor-in-Chief

Directed content production and marketing activities of Finland's commercial country brand channel.

- Led an eight-person marketing and content team. Coordinated onboarding workshops and training sessions.
- Streamlined content production across nine channels, ensuring brand consistency.
- Oversaw a 4,000 page multi-language website migration to a scalable CMS.
- Built new stakeholder partnerships and increased internal collaboration.
- Scaled paid marketing activities, increasing new user acquisition by 90%.

2018 - 2021

Good News from Finland

Sub-Editor | Communications Specialist

Supported content production, managed social media marketing and performance marketing.

- Created a funnel-based campaign strategy.
- Managed a team of two content creators and produced marketing, PR, and internal communication materials for local and global teams.
- Created event marketing and visual identity materials.

2014 - 2018

The Natural Step, Sustainability Consultancy

Visual Communication Designer | Sustainability Advisor

Guided organisations in integrating sustainability into business strategy, operations and decision-making.

- Developed sustainability strategies, led service design projects and conducted UX studies.
- Trained junior team members and designed client presentations and sales pitch decks.
- Created visual materials (illustrations, infographics and reports) supporting transparent and credible brand storytelling.

SKILLS & TOOLS

- International marketing strategy
- Analytics & marketing insights (GA4)
- Sustainability strategy
- Global branding
- Visual storytelling (infographics, video)
- Digital transformation
- Stakeholder engagement
- Growth & Performance marketing
- Project management
- Multi-media content production
- Dashboard design (Looker Studio)
- Training & facilitation

LANGUAGES

- Finnish (full professional)
- English (bilingual level)
- Russian (native)
- French (elementary)

VOLUNTEER WORK

2025 - NOW

Toastmasters International | Staditalkers Helsinki

2025 - NOW

DEI Expert Panel Member | Business Finland

2020 - 2022

Editorial Board Member | This is FINLAND magazine

2013 - 2014

Student Tutor | Aalto University

2011 - 2012

President of Student Chapter USGBC | Thomas Jefferson University