



ELINA SEKKI

BRAND MARKETING PROFESSIONAL

+358 407398501

elina.sekki@gmail.com

My passion is creating brands that stay in people's minds

I combine brand strategy, commercial thinking and customer insight to develop consumer brands with a clear and distinctive direction. With a background in both business and design, I bring together strategic marketing and creative thinking to understand what matters to people. I turn customer insight into distinctive, commercially relevant brand experiences, translating brand strategy into consistent execution across touchpoints. I'm ready to bring my strategic, creative and commercial thinking to a Brand Manager or Marketing Manager role.

EDUCATION

Master of Business Administration Customer-Oriented Business Development

LAB University of Applied Sciences
| Finland
2025

Master of Fashion Management

Domus Academy
| Milan, Italy
2020

Bachelor Degree in Design

Häme University of Applied Sciences
| Finland
2016

SKILLS

BRAND & MARKETING

- Brand Development
- Customer Experience
- Marketing Strategy

CREATIVE

- Concept Development
- Visual Identity

LINKS



<https://fi.linkedin.com/in/elina-sekki-975952127>

WORK EXPERIENCE

LUHTA SPORTWEAR COMPANY | 2022 - 2026

Marketing Specialist

Supported brand marketing and visual communication for Luhta Sportswear Company, working with the Luhta, Rukka and Icepeak brands in an international team. Contributed to brand development, marketing materials, events and customer experience, combining brand, product and commercial thinking to create clear and engaging marketing materials for the brands and B2B sales.

- **Plan and coordinate two seasonal collection launches** in collaboration with brand, product and sales teams.
- **Work closely with the Brand Manager** on new collection launches, contributing to ideation and concept development and creating presentations and marketing materials.
- **Conceptualise and design marketing materials** for the brands, B2B sales and retailers, combining strong visual execution with clear product communication.
- **Develop product messaging** that highlights key features, benefits and selling points and helps customers understand the value of the products.
- **Manage multiple projects and deadlines** from concept to final execution, working independently and in collaboration with different stakeholders.

Brand Coordinator

- Coordinated brand and marketing materials across different channels and touchpoints.
- Supported campaigns, events and photoshoots, coordinating projects from planning to execution.
- Worked with brand and sales teams to create visual and commercial materials supporting products and retail.
- Developed experience in brand management, visual communication and project coordination, leading to progression into the Marketing Specialist role.



CREATIVE TOOLS

Adobe Creative Cloud

Photoshop · Illustrator · InDesign

Design & Marketing

Canva · PowerPoint · WordPress

Mailchimp · MailerLite

Microsoft 365

AI Tools

ChatGPT · Manific · Claude · Recraft

LANGUAGES

Finnish — Native

English — Excellent / Fluent

Italian — Basic / Conversational

REFERENCES

Tuomas Saarinen

CEO | Markkinointitoimisto Teko OY

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WORK EXPERIENCE

MARKKINOINTITOIMISTO TEKOKO | 2019-2022

Brand Strategist and Visual Marketing Innovator

I worked across marketing and visual design projects for different brands and clients, combining brand development, creative thinking and hands-on marketing execution.

- **Developed visual identities, brand concepts and marketing solutions** for different brands and client projects.
- **Designed websites, e-commerce environments and campaign materials**, from concept to final execution.
- **Created and managed content** for websites, social media and newsletters in Finnish and English.
- **Produced SEO-optimised content** and worked with WordPress, Mailchimp and MailerLite.
- **Worked closely with clients** to understand their needs and turn ideas into clear and engaging marketing solutions.

ZIZZI FASHION STORE | 2018-2019

Sales Advisor

- Worked in an international fashion retail environment, focusing on customer service and sales.
- Gained hands-on experience in customer experience, visual merchandising and commercial retail operations.

Awards: Salesperson of the year, Awarded by Ball Group Finland

OTHER WORK EXPERIENCE

- Designed packaging, campaign materials and visual concepts for a well-known Finnish consumer brand Panda, supporting consistent brand communication across marketing and product touchpoints.
- Founded and developed retail and event concepts.
- Developed practical skills in fashion entrepreneurship, sales, marketing and commercial brand building, with a hands-on and entrepreneurial approach to developing new concepts and ideas.

INTERNATIONAL INTERNSHIPS

Marketing & Production Intern | Kittima Milano, Milan, Italy

Visual Marketing Intern | Mirkka Metsola, Berlin, Germany