



Anette Oksavirta

creative marketing & brand strategy for fashion industry

📍 Dénia, Alicante, Spain

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Languages

English (Fluent)

Finnish (Native)

French (Work Proficiency)

Italian (Basic)

Spanish (Basic)

Swedish (Work Proficiency)

About

My passion for both the art of creativity and the world of business has always been a driving force in my life, which motivated me to pursue my bachelor's degree in Fashion Business at ESMOD University in Paris. I received a Highly Commended Honours degree in November 2021 with the title Director of Commercial Strategy: Head of Marketing and Communications in the Fashion Industry. With valuable industry experience, and a strong understanding of fashion marketing and communications, I showcase my expertise by providing both creative and strategic insights. My background and skills allow me to bring innovative ideas to life, combining my analytical mindset with a keen eye for the fashion industry.

BRANDS WORKED WITH

- Aarikka Oy
- BOON Paris
- Communications Agency Taitomyly OY
- Gina Tricot AB
- Ivana Helsinki
- Paloma Communications OY
- Plan 8 Paris
- Totem Fashion Paris
- University of Helsinki
- WAU Magazine

Experience



● Influencer Marketing Coordinator

Gina Tricot AB | Jun 2023 - Sep 2023

- Responsible for overseeing influencer marketing strategies for Norway and Finland
- Increased traffic, sales and brand awareness within markets by building and maintaining relationships with content creators and agencies
- Managed influencer content and ensured that campaigns were in line with brand identity

Skills: Interpersonal Skills · Microsoft Office · Influencer Marketing · Social Media Communications · Digital Marketing · Growth Strategies · Brand Awareness · Social Media · Content Strategy · Digital Communication · Strategic Communications · Social Media Marketing



● Paid Media Marketing Assistant

Gina Tricot AB | May 2021 - May 2023

- Responsible for all paid social channels and strategies for Finland and Norway, and for Germany from October 2022:
- Generated growth in KPIs across all platforms (Facebook, Instagram, TikTok, Snapchat, Pinterest)
 - Strengthened the brand DNA and developed a more distinct brand image
 - Responsible for data-analyzing, country-specific adaptations, and budget allocations
 - Increased traffic and revenue, while simultaneously creating brand awareness and keeping our channels optimized

Skills: Activations · Swedish · Interpersonal Skills · Communication · Microsoft Office · Teamwork · Social Media Communications · Digital Marketing · Growth Strategies · Brand Awareness · English · Marketing · Media Planning · Social Media · Copywriting · Data Analysis · Media Relations · Market Analysis · Content Strategy · Paid Social Media · Digital Communication · Business Relationship Management · Presentations · Strategic Communications · Facebook Ads Manager · Social Media Marketing

● Marketing and Communications Assistant

Aarikka Oy | May 2020 - Aug 2020

- Gained full responsibility for the brand's social media accounts and strategies:
- Generated growth on all active social media platforms
 - Created content for a distinct brand image and stronger brand DNA
 - Organized and strategized launches for new collections
 - Assisted in internal and external communications for the brand, as well

as photographing, copywriting, and editing

- Assisted in campaign photoshoots and website management when needed

Skills: Activations · Swedish · Interpersonal Skills · Communication · Microsoft Office · Teamwork · Online Content Creation · Social Media Communications · Digital Marketing · Growth Strategies · Brand Awareness · Content Creation · Public Relations · English · Social Media Content Creation · Finnish · Marketing · Digital Production · Media Planning · Social Media · Copywriting · Data Analysis · Market Analysis · Content Strategy · Digital Communication · Presentations · Strategic Communications · Social Media Marketing

● Showroom Assistant

BOON Paris | Jan 2020 - Jan 2020

Paris Fashion Week:

- Prepared and organized the showroom with collections from various brands
- Defined and implemented a creative visual merchandising strategy
- Assisted wholesale clients during their purchasing processes with quick actions and insights
- Worked backstage at the Hed Mayner fashion show (a brand we represented)

Skills: Interpersonal Skills · Communication · Event Planning · Teamwork · French · Special Events · Brand Awareness · Public Relations · Showrooms · Fashion Shows · Customer Service · English · Marketing · Sales · Business Relationship Management

● Marketing Assistant

Aarikka Oy | Aug 2019 - Apr 2020

- Created and managed the content for the brand's social media accounts
- Responsible for ideas to refresh the brand image, strengthen the brand DNA and grow the brand equity through strategy planning and creating engaging content

Skills: Activations · Communication · Social Media Communications · Digital Marketing · Growth Strategies · Brand Awareness · Content Creation · Social Media Content Creation · Digital Production · Media Planning · Social Media · Content Strategy · Digital Communication · Strategic Communications · Social Media Marketing



● Sales and Marketing Assistant

Ivana Helsinki | May 2019 - Jul 2019

I worked for Paola Suhonen during my summer internship:

- Managed B2C and B2B sales and client relationships
- Responsible for the store's visual merchandising, as well as overall marketing, communications, and PR for the brand
- In charge of organizing pop-up shops, client evenings and brand events
- Assisted in photoshoots for both e-commerce and upcoming campaigns

Skills: Activations · Interpersonal Skills · Communication · Event Planning · Teamwork · Visual Merchandising · Social Media Communications · Digital Marketing · Growth Strategies · Brand Awareness · Showrooms · Customer Service · English · Finnish · Marketing · Social Media · Sales · Media Relations · Market Analysis · Digital Communication · Social Media Marketing

● Public Relations Assistant

Totem Fashion Paris | Feb 2019 - Feb 2019

Paris Fashion Week:

- Assisted in events such as fashion shows and cocktail evenings for TATRAS, Liu Chao and Thierry Lasry
- Maintained the showroom and handled product sample deliveries and returns
- Documented both digital and traditional media coverages
- Managed media lists and tracked our PR performances

Skills: Interpersonal Skills · Communication · Teamwork · French · Special Events · Brand Awareness · Public Relations · Showrooms · Fashion Shows · Customer Service · English · Marketing · Media Relations · Market Analysis · Business Relationship Management

● Showroom Assistant

Plan 8 Paris | Jan 2019 - Jan 2019

I worked for Tony Newsham for the brand Sagittaire A during the Paris Fashion Week:

- Organized the showroom and maintained the visual merchandising to be in line with the brand image
- Supported wholesale clients during their purchasing processes with quick actions and insights
- Assisted at the brand's collection presentation event and during e-commerce photoshoots

Skills: Interpersonal Skills · Communication · Teamwork · French · Special Events · Brand Awareness · Public Relations · Showrooms · Fashion Shows · Customer Service · English · Marketing · Sales · Business Relationship Management

● Communications and PR Assistant

WAU Magazine | Aug 2015 - Sep 2015

- Promoted and advertised the independent design magazine at industry events and pop-ups
- Formed client relationships and managed the magazine's subscription and single-copy sales at Habitare trade fair

Skills: Activations · Interpersonal Skills · Communication · Teamwork · Special Events · Growth Strategies · Brand Awareness · Public Relations · English · Finnish · Marketing · Social Media · Market Analysis

● Research Assistant

Paloma Communications OY | Apr 2015 - Apr 2015

- Responsible for market and competitor analysis for selected product groups
- Provided social media research to offer broader insights on competitor strategies
- Documented the results and created a presentation for the company

Skills: Communication · Digital Marketing · English · Finnish · Market Analysis · Content Strategy · Presentations · Social Media Marketing



● Seminar Assistant

University of Helsinki | Jun 2014 - Jul 2014

The international Asteroids, Comets, Meteors 2014 conference held in Helsinki:

- Assisted in multiple preparations for the seminar
- Accommodated and guided participants from all over the world
- Took care of general responsibilities to make sure the conference operated without any problems

Skills: Interpersonal Skills · Communication · Event Planning · Teamwork · Special Events · Customer Service · English · Finnish

● Office Assistant

Paloma Communications OY | Apr 2014 - Apr 2014

- Prepared the office showroom and kept it organized
- Gathered and packed product samples for PR

Skills: Social Media Communications · Public Relations · Showrooms · Finnish

● Office Assistant

Communications Agency Taitomyly OY | Jun 2012 - Jun 2012

- Prepared and packed product samples for PR
- Organized and cleared out old products from storage
- Managed mailing and other office tasks

Skills: Social Media Communications · Public Relations · Finnish

Education & Training

- 2018 - 2021 ● **ESMOD École Supérieure des Arts et techniques de la Mode**
Bachelor's degree, Director of Commercial Strategy: Head of Marketing and Communications in the Fashion Industry
- 2017 - 2018 ● **Turku Classical Upper Secondary School**
Matriculation Examination, High School