Contact

larbu82@gmail.com

www.linkedin.com/in/lariheikkinen (LinkedIn)
digitaladspackage.com/ (Company)
digitaladspackage.com/ (Personal)

Top Skills

Project Management
Project Planning
Team Leadership

Languages

Finnish (Native or Bilingual)
Thai (Elementary)
English (Professional Working)

Certifications

Build Your Own Chatbot
Computer Mechanic
Google Analytics Certification
Node-RED: basics to bots
AdWords Search Certification

Lari Heikkinen

Digital marketing and image annotation services.
Helsinki, Uusimaa, Finland

Summary

Contact: Lari (at) DigitalAdsPackage.com | DigitalAdsPackage.com Results: DigitalAdsPackage.com/#Watch-ROAS-Live-Report Referrals: DigitalAdsPackage.com/#referralsSome of the platforms I've used in the past:► eCommerce: Woocommerce | Shopify | Magento/Marketo | Sharetribe | MyCashflow► CMS: WordPress | Webflow | Wix | Hubspot► Analytics: Google Analytics 4 | Matomo | Plausible | Piwik Pro | Looker Studio | Google Optimize | Google Tag Manager | Leadfeeder | Hotjar | SPSS | What A Graph | Supermetrics | Dashthis► Data Warehouse: BigQuery► Data Integration Platform: Fivetran► Server Side Tagging: Google | Tracklution► Search Engine Optimization: Yoast | Webmaster Tool | SemRush | Ahrefs | Screaming Frog | Ubersuggest► Search Engine Ads: Google Ads | Microsoft Ads► Social Media Ads: Meta (Facebook & Instagram) | X (Twitter) | LinkedIn | TikTok | YouTube | Sanoma Ads► OpenAi Ads► Email Marketing: MailChimp | Hubspot► Graphics: Photoshop | Illustrator | Lightroom► Video Edits: Windows Movie Maker► ChatBot/VoiceBot: IBM Watson | IBM cloud platform (PaaS) | Zoho - ZoBot► Project Management/ Collaboration Tools & Chats: Trello | Teams | Hangouts | Skype | Telegram | Slack | WhatsApp | Facebook Messenger | Monday.com► Servers: DigitalOcean | NameCheap | Hostgator | FastComet | SiteGround | Sigmatic | Hostinger► Programming languages: HTML - Basic | CSS - Basic | JavaScript - Basic | Node-RED - Basic► Booking Engine: SiteMinder► Other: G suite | Office 365 | Zapier | Leadoo | Outgrow | Make.com

Experience

Digital Ads Package .com

11 years 4 months

Digital Marketing Director
August 2015 - Present (11 years 4 months)

Some clients I have worked for:

- https://rieker-shop.fi
- https://nettikenka.fi
- https://bananafingers.co.uk
- https://epictv.com
- https://valjas.fi
- https://nordicplug.fi
- https://heydudeshoes.se
- https://store.liverpoolfc.com
- https://fazer.com
- https://teknos.com
- https://wartsila.com
- https://a-lehdet.fi
- https://caverion.com
- https://patriagroup.com
- https://upm.com
- https://helen.fi
- https://adapteo.fi
- https://.molok.com
- https://verkkoasema.fi
- https://dagsmarkpetfood.fi
- https://sporttirakki.fi
- https://warriorcoffee.com
- https://unisoncoffee.fi
- https://konecenter.com
- https://lukiolaiskannettava.fi
- https://nuutinen.fi
- https://dekotalo.fi
- https://creamailer.fi
- https://subway.fi
- https://karelianstore.fi
- https://pintaykkoset.fi
- https://koli.fi
- https://pht.fi
- https://isyk.fi
- https://warmheartworldwide.org
- http://www.lysefjordenadventure.no
- https://www.aavaresort.com
- https://bigmango-solutions.com
- http://www.baswareconnect.com
- https://www.4straction.com

► https://searchlaboratory.com
► https://www.verkkoasema.fi/asiakkaidemme-saavutukset/

Project: Jungle Plaza (Online Second-Hand Marketplace).
Goal: Sign up 3000 users in the first year. We surpassed it, and have over 9000.
► Duty: Head of E-Commerce & Digital Marketing.

Digital Marketing Manager
August 2015 - Present (11 years 4 months)

ZoMidi
Managing Director
March 2025 - Present (1 year 9 months)

Image annotation service for training AI models.
We annotate image and video data to serve as training material for computer vision models, catering to the needs of the industrial sector, research institutions, and product development projects. We have experience with a wide variety of projects for companies of all sizes.

Iglu
2 years 2 months

Digital Marketing Specialist - Growth hacking
June 2014 - July 2015 (1 year 2 months)
Chiang Mai, Thailand

Project: Tyoloma (Relocation Service for IT Professionals).
► Accolades: The biggest financial newspaper in Finland wrote an article about our project.
► https://www.is.fi/taloussanomat/yrittaja/art-2000001807361.html
► Duty: Project Management/Planning & Marketing.
► When we started this project in 2013, Iglu has 10 employees in the house. Currently (2017), Iglu company has over 193 employees in four different locations.
► I also planned and wrote the Iglu employee handbook.

Digital Marketing Trainee
June 2013 - May 2014 (1 year)

Gilbarco Veeder-Root
Field Service Engineer - Area Representative
March 2005 - March 2009 (4 years 1 month)

Kajaani, Kainuu, Finland

► I have been employed as a Field Service Engineer at Gilbarco Veeder-Root. Daily tasks have been to repair, install and maintain the following things: payment systems, automatic tank gauge systems, electronics/electrical faults, UPS, sensors, electrical motors/pumps.
► Also, preventative works have been a major role in my daily work routines. Successful completion of the work requires good technical skills, interpersonal skills and the ability to work independently.
► Area size was 350 km x 200 km.
► Responsible for taking care of hundreds of gas stations individually.
► Clients: ABC, Airports, Army, Exxon, Industrial plants, Neste, Shell, ST1, Teboil.

Asennusliike Juha Moilanen Oy
Technician
September 2004 - February 2005 (6 months)
Kajaani, Kainuu, Finland

► Pallet racking installation to warehouses around Finland.

Kainuun Kone ja Laakeri Oy
Warehouse Manager
January 2003 - August 2004 (1 year 8 months)
Kajaani, Kainuu, Finland

► Prepare and complete orders for delivery or pickup according to schedule (load, pack, wrap, label, ship).
► Receive and process warehouse stock products (pick, unload, label, store).
► Perform inventory controls and keep quality standards high for audits.
► Keep a clean and safe working environment and optimize space utilization.
► Complete diary logs into inventory.
► Report any discrepancies.
► Operate and maintain preventively warehouse vehicles and equipment.
► Follow quality service standards and comply with procedures, rules, and regulations.

Finnish Army
Jaeger
May 2002 - December 2002 (8 months)
Kajaani, Kainuu, Finland

► Specialization: Mortar Jaeger.

Sähkörakointi Mähonen
Electrician
January 2001 - May 2002 (1 year 5 months)
Kajaani Area, Finland

► Read blueprints and technical diagrams.
► Install and maintain wiring, control, and lighting systems.
► Identify electrical problems with a variety of testing devices.
► Repair and replace: wiring, equipment, fixtures using hand tools and power tools.
► Follow state and local building regulations based on the National Electric Code.

Inter Asfaltti
Laborer
May 1997 - September 2000 (3 years 5 months)
Kajaani Area, Finland

► Repaired road surfaces using prepared asphalt mixes.
► Conducted asphalt work using a variety of automated equipment and tools.
► Repaired highway and residential neighborhood roadways using prepared asphalt mixes.
► Reported asphalt equipment malfunctions to construction management in a timely manner.
► Traffic Management.
► Collaborated with contractors to ensure timely and full completion of construction and repair tasks.

Education

Payap University Chiang Mai Thailand
Master of Business Administration (MBA), Master of Business Administration · (2015 - 2017)

Rajamangala University Technology of Lanna, Chiang Mai Thailand
Bachelor of Business Administration (BBA), International Business Management · (2010 - 2015)

Kainuun Ammatti-Instituutti of Kajaani Finland
Diploma of Electrical/Electronic/Computer · (1998 - 2002)

CMU Language Institute

Thai language and culture program · (2015 - 2017)