



# Roosa Hakkarainen

Multiskilled Communications & Content Professional

## Contact Me

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## Profile

Creative, multilingual and highly reliable communication & content production professional with 5 years of experience in purpose driven content creation and writing. Passionate about educating and engaging audiences with compelling stories through written and visual media.

## Expertise

- Content Creation
- Journalistic Writing
- Copywriting
- Qualitative Research
- Creative Video Production
- Website Management
- Social Media Management

## Experience

- 8/2018 - Present**  
Multiple
  - **Freelance**  
Journalist, Copywriter, Translator
    - + 50 articles published in Finnish magazines and newspapers.
    - Published a cover story in the biggest Finnish travel magazine Mondo.
    - Wrote SEO-optimised website copies for Finnish business websites.
    - Translated and edited +100 blog texts for various clients.
    - Clients include Mondo, Apu magazine, Meltwater Finland, Spotzer.
  - **Agricultural technology company SMARTKAS**  
Multimedia Content Creator
    - Researched key social topics e.g. food security and water scarcity.
    - Interviewed experts and wrote engaging website articles.
    - Produced +15 short- and long-form videos about the growth-story so far.
    - Ideated new educational multimedia content for social media platforms, which contributed to consistently more followers across all channels.
  - **Gracenote (Nielsen Company)**  
Entertainment Data Editor
    - Acquired information from Finnish content providers to create supreme descriptions for movies and series on streaming services and TV.
    - Investigated and updated outdated program content to ensure the highest quality of the editorial data.
  - **European Project Consultancy Company Eurodite**  
Communications Coordinator & Researcher
    - Managed internal and external communications for the two EU-funded heritage conservation projects, Innocastle and OpenHeritage.
    - Co-author in a project description in the Journal of European Landscapes.
    - Completed a research study on best practices for online engagement of communities by interviewing +15 heritage and city planning experts.
  - **World Press Photo Foundation**  
Exhibitions Intern
    - Prepared the world-wide 2019 photo exhibition materials, e.g. photo book.
    - Fact-checked accuracy of photo captions sent by photographers.
    - Designed posters and pamphlets for exhibitions partners globally.
    - Coordinated exhibition partners in +20 countries through CRM system.
    - Created the 2019 audio tour by interviewing photographers and filmmakers.
  - **Newspaper Uusimaa**  
Journalist & Layout Designer
    - Covered local news by interviewing, writing and photographing artists, politicians, and habitants in the South-East Finland area.
    - Edited stories written by other journalists to achieve high editorial quality.
    - Designed the visual layout of the newspaper weekly with Adobe InDesign.
  - **Human Rights Watch**  
Communications & Multimedia Intern
    - Maintained press lists and monitored media publications to improve the reach of HRW's new research reports.
    - Oversaw @HRWPress -Twitter account and significantly increased the account followers by offering information to media professionals.
    - Learned to create videos about important human rights issues, e.g. research, script writing, transcribing and subtitling.
- 3/2022 - 12/2022**  
Amsterdam,  
the Netherlands
- 8/2021 - 2/2022**  
Amsterdam,  
the Netherlands
- 3/2020 - 2/2021**  
Amsterdam,  
the Netherlands
- 1/2019 - 5/2019**  
Amsterdam,  
the Netherlands
- 5/2018 - 8/2018**  
Porvoo, Finland
- 3/2017 - 8/2017**  
New York City,  
The United States

## Programs

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- Microsoft Office
- Adobe Premiere Pro, InDesign
- Mailchimp
- Canva
- Wordpress
- Final Cut Pro

## Languages

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- Finnish (native)
- English (C2)
- Swedish (B1)
- German (B1)
- Dutch (A2)

## Reference

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### Tess Potharst

Chief Marketing Officer, SMARTKAS

Email: [tess@smartkas.com](mailto:tess@smartkas.com)

## Education

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**8/2019 - 6/2021**

Amsterdam,  
the Netherlands

- **University of Amsterdam, the Netherlands**  
Master of Communication Science (Research)  
Theoretical focus on entertainment and political communication and journalism. Methodological focus on qualitative research (interviewing, content analysis, focus groups). Grade 8.1/10.

**08/2016 - 02/2017**

Vienna, Austria

- **University of Vienna, Austria**  
Exchange Program, Bachelor of Political Science  
Course focus on European Studies, international law and international humanitarian law.

**9/2014 - 5/2017**

Turku, Finland

- **University of Turku, Finland**  
Bachelor of Political Science  
Major in political science and international relations. Minor in contemporary history and German language. Grade 4/5.

## Courses

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**7/2017 - 8/2017**

New York City,  
the United States

- **New York University**  
Freelance Journalism: "How to Sell Stories"  
The certificate course focus was on how a freelance journalist can tell exciting stories and sell them to various publications.

**8/2019 - 10/2019**

Amsterdam,  
the Netherlands

- **Student Cultural Centre of University of Amsterdam**  
Documentary I  
The course focus was on principles of making a short documentary: researching, interviewing, image composition, camera work, editing.

## Extracurricular & Volunteering

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**8/2018 - 12/2018**

Turku, Finland

- **Finnish Red Cross Turku**  
Multicultural afternoon club volunteer  
Supported children from various backgrounds on after-school tasks such as homework, reading and games.

**12/2015 - 05/2018**

Turku, Finland

- **Young European Federalists (JEF) Turku**  
Responsible for events and external affairs  
Organised multiple events, e.g. talks with students and members of the European parliament.

**1/2016 - 5/2016**

Turku, Finland

- **AIIESEC Turku**  
Responsible for external affairs  
Arranged traineeship positions for international student in the hospitality industry in the Turku region.

**1/2016 - 5/2016**

Turku, Finland

- **Student Newspaper Walpo**  
Journalist & Editor  
Ideated and wrote stories about activities on the Turku University campus. Interviewed politicians from the region.