



**Lin Jinquan**

+358 406601196

jinquanlin1990@gmail.com

Ullanmäentie 10, 02700 Kauniainen

## WORK EXPERIENCE/PROJECTS

### Content Marketing Specialist

*Raute Oyj / 2020 Dec. - Present*

- Leading global marketing projects for services&machinery;
- Email marketing, CRM e.g. HubSpot;
- Content and social media marketing e.g. company LinkedIn, Instagram and Facebook

### Digital Marketer, Freelance / 2016 Aug - Present

- Helping Finnish companies for their marketing strategy to the Chinese market, social media operation, marketing content production. E.g. VisitFinland, Timetravels Oy, Ohjaa, HiLIFE at the University of Helsinki, HEI Schools, Language Drops app etc.

### Marketing Project Manager / 2020 Jan - July

*Firstbeat Technologies Oy*

- Managing Firstbeat's B2B marketing and communications activities in China; making annual plans based on global strategy as part of the team, and executing accordingly;
- Social media marketing (WeChat, Zhihu etc.);
- Producing the required content about Firstbeat company, brand, analytics and features in Chinese for the partners

### Digital Marketing Specialist / 2017 Aug. - 2018 July

*AuroraXplorer Oy*

- Managing company e-commerce on different platforms and the company website;
- Managing company product database, and producing videos/-photos for promoting the company sales on the social media.

### Journalist and Web Editor / 2013 - 2014

*Nan Fang Media Group*

- Reporting breaking news, photographing and video producing;
- Maintaining strong written and verbal communication with government officials and technical team to ensure website operation.

## AWARDS/CERTIFICATES

- HubSpot Certificates: Inbound Marketing, Social Media Marketing, Content Marketing and HubSpot CMS For Marketers, 9/2020
- Google Analytics certificate of Completion, 10/2020
- "International Student Grant" from University of Helsinki, 11/2015
- "European language levels (CEFR) - English" C1 level; 6/2016
- Representative work-microfilm Kai Wen's Funeral won the Second Prize in "Little Mood" DV competition of GDUF5 5/2014

## EDUCATION

### University of Helsinki, Finland (M.A.)

2015. Sept. - 2019. Nov.

Intercultural Encounters (Speech Communication)

### University of Burgundy, France (Exchange/M.A.)

2016 Jan. - 2016 Jun.

Intercultural Management (ICM)

### Guangdong University of Foreign Studies (B.A.)

2009 Sept. - 2013 Jun.

Journalism

## PROFESIONAL SKILLS



## LANGUAGES

