

SAMULI KYTTÄLÄ / EXPERIENCE



AUDI

Was responsible for Strategic Planning, 360' Marketing Concepts, Slogan, Annual Marketing Plan, Copywriting, B2B, B2C, Workshop planning, Facilitating



AMOS REX

Strategic Planning, B2C Marketing Concepts, Copywriting and Project Management



CITY OF HELSINKI

Strategy, Workshops and Branding for Business Helsinki.



ALMA MEDIA

Concept Creation, Copywriting and Campaign Planning for 360 Marketing, Pitching and Web Service Design.



**AALTO UNIVERSITY Executive Education
Virtual Brand Book, Tone of Voice, B2B Communication, Design,
Branding, Copywriting and Concepts**



**SUUNTO
Creating a Global Launch Campaign for new product, Brand Film,
Screenwriting, Conceptualizing, Copywriting, Strategic Planning and
Executing.**



KESKO / ONNINEN

B2B Communication, Concepts, Copywriting, Key Messages and Advertising.



OP

Strategic Planning and Workshops, Brand Work, Campaign Creation, Conceptualizing and Production.



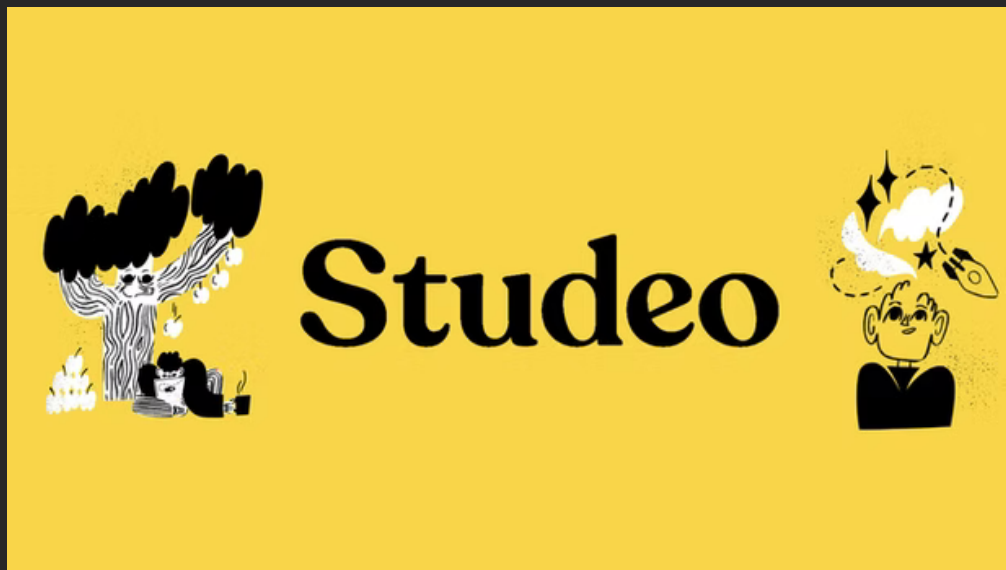
CLOETTA / JENKKI

Work including Copywriting, Campaign Planning and B2C Communication.



VINCIT

Work including Strategy, Internal & External Communication, Concepts, Web Design, Tone of Voice and creating a Brand Book.



STUDEO

Work including Brand Book and Tone of Voice, B2C & B2B Communication, Campaigns, Concepts, Brand Film, Screenwriting and Shooting.



PÄIVIKKI & SAKARI SOHLBERG FOUNDATION

Case Hyvän Arjen Rakentajat work included Planning and Executing Brand Film, Shooting Brand Stills and Portraits, Web Design, Communication.



SUURE

Work including Strategic Planning and Workshopping, Branding, Design, Web Design, Presentation Templates and Continuous Marketing.



HJK

Work including Shooting and Planning Short Form Films for Social Media platforms.

Don't hesitate to ask for more info about the cases :)