



## Eeva Saari

**Nationality:** Finnish **Date of birth:** 02/04/1981

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### WORK EXPERIENCE

#### Customer Engagement Manager

**Sanofi** [ 13/05/2022 – Current ]

**City:** Espoo | **Country:** Finland | **Website:** [www.sanofi.fi](http://www.sanofi.fi) | **Email address:** [eeva.saari@sanofi.com](mailto:eeva.saari@sanofi.com) | **Name of unit or department:** Pharmaceutical company, General Medicine, Diabetes therapeutic area - **Business or sector:** Human health and social work activities

Responsible of digital marketing in diabetes product portfolio. Building new digital channels and environment for omnichannel marketing. Securing operational excellence from customer engagement perspective by providing first in class service in omnichannel environment.

Developing service channels from interactive marketing perspective. Using Veeva Engage tools for digital marketing in all customer journey levels. Implementing multistep journeys in Salesforce Marketing Cloud. Analyzing and developing brand supporting messages both in branded b2b communication and in unbranded social media channels. Using agile approach for campaign planning by using scrum in campaign implementation.

#### Brand Manager

**MSD** [ 21/10/2019 – 29/04/2022 ]

**City:** Espoo | **Country:** Finland | **Website:** [www.msd.fi](http://www.msd.fi) | **Name of unit or department:** Speciality Care, Immunology and Anesthesiology therapeutic areas - **Business or sector:** Human health and social work activities

Responsible for the national implementation of brand strategies for the Specialty Care portfolio. I have built a base for omnichannel marketing implementing, tracking, and optimizing our digital marketing campaigns across all digital channels. I have developed the data-based marketing by combining data sources. I have been leading our cross-functional co-creative brand development project by using design thinking methods. Our team was working in agile way and experimenting.

#### Marketing manager

**Epson** [ 13/12/2013 – 15/10/2019 ]

**City:** Vantaa | **Country:** Finland | **Website:** [www.epson.fi](http://www.epson.fi) | **Name of unit or department:** Marketing department - **Business or sector:** Information and communication

Responsible of channel marketing and PR of Epson Finland. Epson is one of the world's largest manufacturers of printers and imaging related equipment. Member of the international team and reporting to EMEA manager. Planning marketing budget, channel marketing activities and strategic events. Leading the cooperation with PR agency.

#### Marketing coordinator

**Zimmer** [ 10/09/2012 – 12/12/2013 ]

**City:** Espoo | **Country:** Finland | **Website:** <https://www.zimmerbiomet.com> | **Name of unit or department:** Joint replacement, medical devices - **Business or sector:** Human health and social work activities

Marketing planning of Zimmer Finland which is subsidiary of the global leader in joint replacement technologies. Building Finnish intranet as a SharePoint Site Collection Administrator. Tender planning and support

## Marketing coordinator

**ResMed** [ 01/08/2007 – 28/09/2012 ]

**City:** Espoo | **Country:** Finland | **Website:** [www.resmed.fi](http://www.resmed.fi) | **Name of unit or department:** Medical devices for sleep disorder breathing - **Business or sector:** Human health and social work activities

ResMed Finland is subsidiary of ResMed the global leader in sleep and respiratory medicine. The first person hired for marketing in Finland. Creating the first marketing budget for ResMed Finland and responsibility of marketing budget and marketing plan. Planning the product launches and professional events in cooperation with the sales team. Project of finding a new market for medical devices in cooperation with branch manager and product manager. Tender planning and support.

## EDUCATION AND TRAINING

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### Professional Specialisation Programme in Digital Specialist Fast Track

**Laurea** [ 02/09/2019 – 31/12/2020 ]

**City:** Vantaa | **Country:** Finland | **Website:** [www.laurea.fi](http://www.laurea.fi) | **Field(s) of study:** Information and Communication Technologies: • Information and communication technologies not elsewhere classified | **Final grade:** 4,5 (4 is very good, 5 excellent) | **Level in EQF:** EQF level 7 | **NQF Level:** 7 | **Type of credits:** 30

The programme consisted of topics on strategic change management, development of customer experience, customer acquisition in digital channels, fundamentals of e-commerce, digital marketing and sales processes and tools as well as measurement and follow-up in digital marketing channels. In addition, I completed Hub Spot, Google Ads, and Google Analytics certificates.

### Master Degree Program in Design

**Metropolia** [ 01/09/2018 – 18/06/2019 ]

**City:** Helsinki | **Country:** Finland | **Website:** [www.metropolia.fi](http://www.metropolia.fi) | **Field(s) of study:** Arts and humanities : • Inter-disciplinary programmes and qualifications involving humanities | **Final grade:** 4,5 (4 =very good, 5 excellent) | **Type of credits:** ECTS | **Number of credits:** 60 | **Thesis:** Using service design to gain understanding in omnichannel consumer behavior

User-driven Product and Service Design  
Urban Design  
Design Management  
Methods of Research and Development  
+ External studies in Helsinki University: The Social Construction of Reality and Moralpsychology

### Master of Science in Economics and Business Administration

**Helsinki School of Economics (Aalto University)** [ 01/08/2001 – 22/09/2006 ]

**City:** Espoo | **Country:** Finland | **Website:** <https://www.aalto.fi/en/departement-of-economics> | **Field(s) of study:** Business, administration and law: • Marketing and advertising | **Final grade:** Good | **Type of credits:** appr. 5 years of full time study | **Thesis:** Core Competence of a Lifestyle Company, Customer-oriented product development and its leadership in a company that is grown around user community. Case Fat Pipe. grade: Excellent

Major: Marketing, Brand management and innovations  
Minors: English business communication, Information and Technology Program, Business Law

## LANGUAGE SKILLS

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**Mother tongue(s):** Finnish

## Other language(s):

### English

LISTENING C2 READING C2 WRITING C1

SPOKEN PRODUCTION C2 SPOKEN INTERACTION C1

### Spanish

LISTENING A1 READING A1 WRITING A1

SPOKEN PRODUCTION A1 SPOKEN INTERACTION A1

### Swedish

LISTENING A1 READING A1 WRITING A1

SPOKEN PRODUCTION A1 SPOKEN INTERACTION A1

### French

LISTENING A1 READING A1 WRITING A1

SPOKEN PRODUCTION A1 SPOKEN INTERACTION A1

*Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user*

## DIGITAL SKILLS

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Microsoft office / Microsoft Word / Microsoft Excel / Microsoft Powerpoint / Google Drive / Social media / Salesforce Marketing Cloud / Veeva Engage / Canva / InDesign / Photoshop / Asana / Miro / Microsoft Planner / Microsoft whiteboard / Trello / Zoom / Microsoft Teams / Slack / Outlook / Magnolia / Google forms / HubSpot / Google Analytics / QlickSense / powerBI

## VOLUNTEERING

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[ 22/03/2018 – 21/11/2018 ] Helsinki

**Mentoring in Family Federation of Finland (Väestöliitto) for their Womento -program** I have been volunteering for Family Federation of Finland (Väestöliitto) for their Womento -program to migrant women with higher education who already know some local language with work experience and a strong desire to find a job in their field.

Many of migrant women's struggle for years to find a job. In fact, the time spent by migrant women unemployed is twice as long as that of migrant men with the same educational background.

I was mentoring one of the participants and we for example created her LinkedIn profile and we had good discussions about Finnish work life compared to her home country. The volunteering was rewarding at the same time you can learn so much while doing good.

## HOBBIES AND INTERESTS

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**Improvisation theater group Tuplakielto** I have been part of Tuplakielto group now 2 years and before that I have been part of amateur theater from 2018