

## Contact

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## Top Skills

Project Management

Sales Management

Computer Proficiency

## Languages

English (Native or Bilingual)

Finnish (Limited Working)

Estonian (Native or Bilingual)

Russian (Elementary)

# Karin Telling

Marketing management and web development services at Freelance  
Estonia

## Summary

8+ years of experience in e-commerce along with online and offline marketing. Very good at writing content in both English and Estonian languages. Marketing in digital channels like Adwords, Facebook marketing, SEO.

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## Experience

### OU Rosena DK

Member of the Board

2016 - Present (6 years)

Tallinn, Estonia

Strategic planning, day-to-day management of the company, marketing, export planning, HR, web development and webshop management.

### Freelance

Marketing management and web development services

2016 - Present (6 years)

Tallinn

Online and offline marketing services, website development and management, social media management, consultations. Strong focus on SEO, digital marketing and writing content. Fluent in Estonian and English.

### GrabCAD

Hiring specialist

March 2018 - October 2018 (8 months)

Tallinn

### AS Kevelt

E-Commerce specialist

March 2014 - March 2016 (2 years 1 month)

Estonia

Launch and day-to-day management of a dermocosmetics online store. Project management for the continuous development of the store, marketing management, customer service. Selecting the best strategy for marketing the

products and the store. KAM of retail customers for products listed. Strategic planning, budgeting etc.

Tallinn University of Technology  
International Admissions Manager  
April 2013 - March 2014 (1 year)  
Tallinn, Estonia

Danone

8 years 3 months

Business Development Manager Scandinavia  
February 2011 - December 2012 (1 year 11 months)  
Estonia

Distribution and marketing of Evian and Badoit brands in Scandinavian market  
Main responsibilities: Finding distributors, negotiations, optimization of product portfolio and prices, daily management of distributors work of relevant distribution channels. Continuous training, marketing, reporting, forecasting, budgetary planning, creating business-, action- and marketing plans.  
Daily communications took place in English.

Sales Manager

April 2009 - February 2011 (1 year 11 months)  
Estonia

Distribution and marketing of Eviani spray in Estonia  
Main responsibilities: selecting and optimizing distribution channels, negotiations with partners, creating and producing info- and marketing materials, fulfilling customer orders, reporting, forecasting, budgeting and creating marketing- and action plans.

Assistant to Area Manager

October 2004 - September 2009 (5 years)  
Estonia

Assistance of the Area manager with daily tasks, reporting and special projects. Communications between Danone and distributors. Project management for POS materials production.

Southwestern

Book sales agent

May 2004 - September 2004 (5 months)  
USA, Florida

Door-to-door sales of educational books

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## Education

Tallinn University of Technology

Master's degree, Management and Marketing · (2012 - 2018)

Tallinn University of Technology

Bachelor's degree, International Business Management · (2002 - 2006)