

Maria Tamming

Experienced Marketing Project Manager

Data-driven digital marketing leader with vast project and production management experience from international roles and cross-functional teams. 10+ years of experience with digital campaigns, websites, social media, videos and eCommerce as well as brochures, exhibition graphics, magazines and more. I love creative work, managing projects and people; and the responsibility that comes with it.

Experience

Senior Digital Marketing Specialist

2018-2023

Amgen Nordics & Baltics

- ✓ Lead digital transformation resulting in over 60% digital engagement on top of existing engagement levels
- ✓ Managed and supported numerous digital marketing projects, creating processes and improving tools and monitoring marketing analytics in Tableau
- ✓ Launched various digital communication channels, Veeva CRM and Salesforce Marketing Cloud marketing automation system
- ✓ Trained over 30 marketers in digital asset creation and salesforce in usage
- ✓ Set up and maintained GDPR compliant consent management and growing email opt-in base from 300 to five digits in B2B

Owner and Marketing Manager

2019-2022

OMA Solutions

- ✓ Launched a web shop focused on baby feeding accessories
- ✓ Organised import of goods from various countries
- ✓ Managed all communication with suppliers, leads and customers online and offline
Managed eCommerce website, owned and paid social media, and campaigns

Marketing & Communication Manager

2017 February to April

DeLaval UK & Ireland

- ✓ Created, managed and executed marketing communication plans
- ✓ Copywriting, layouting and design work with Adobe InDesign and Photoshop
- ✓ Managed media relations and advertising
- ✓ Re-launched social media engagement and community management
- ✓ Event and campaign management
- ✓ Managed public website (EpiServer), dealer website and intranet

Global Marketing Production Manager

2014-2017

DeLaval International

- ✓ Lead production of marketing campaign materials for global launch of a first of its kind high-tech flagship product
- ✓ Lead global organisation's first ever purely digital marketing campaign
- ✓ Coordinated marketing content creation for a 1000m2 booth at the world's biggest dairy exhibition
- ✓ Managed product launches and campaigns online and offline including photo and video production together with creative agencies and producers

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Experience

Marketing Specialist

2011-2014

DeLaval Estonia

- ✓ Launched an extensive website and promoted to super user for Baltics & Russia
- ✓ Prepared online and offline marketing and communication materials – copy, layout, design adjustments, photos and editing
- ✓ Organised internal and external events
- ✓ Managed media relations and advertising

Other work experience

March 2011 - June 2011

Freelance Copywriter at Newton Marketing
(Creative agency)

July 2010 – December 2010

Marketing Executive in India

October 2009 - June 2010

Kindergarten Teacher at EELK Tallinn Toompea Kaarli
Congregation

October 2008 - May 2009

Communication Manager at FreakyBaboon OÜ

July 2008

PR Assistant at AS SEB Pank

August 2007-May 2008

Reporter at Eesti Üliõpilasleht

Education

BA in Journalism and Public Relations

University of Tartu

Design Lead 2024

Hyper Island

Skills and strengths

- ✓ Digital marketing
- ✓ Project management
- ✓ Marketing strategy and tactics
- ✓ Marketing automation
- ✓ Marketing analytics
- ✓ Email marketing
- ✓ Website management
- ✓ Copywriting
- ✓ Open to new things and ideas
- ✓ Accountable and inclined to lead
- ✓ Successfully navigating between many various tasks
- ✓ Comfortable working with cross-functional teams
- ✓ Enjoy training and guiding
- ✓ Experienced with multicultural working environments
- ✓ Problem solving
- ✓ Eye for detail
- ✓ Quick
- ✓ Language skills (Estonian, English, Swedish)
- ✓ Independent and self-learning
- ✓ Caring and passionate
- ✓ Proactive and helpful
- ✓ Strong ethics

More info about me:

www.mariatamming.com

LinkedIn: [Maria Tamming](#)