



Liisa Siippainen

COMMUNICATION | PROJECT MANAGEMENT | TRAINING

About me

I am a recent tourism graduate with a background in training.

I am motivated by my core belief that we each have the responsibility and opportunity to make a positive impact on this Earth.

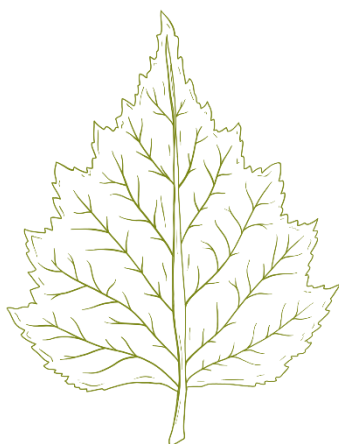
I am looking to offer my expertise in project work, communication, and experience design to a company that shares my values.

Get in touch

Naavakalliontie 2 B 32
02120 Espoo

040 329 7935
liisa.siippainen@gmail.com

www.liisa-siippainen.com
Password: B1rchTr33



Accomplishments

- As part of my thesis I created an evaluation matrix and subsequently evaluated sustainability communication among Finnish tourism SMBs
- During my 2nd year of studies I successfully negotiated to complete the advanced training as part of my studies a year ahead of the curriculum, despite not meeting the credit requirement
- As a trainer I revamped the onboarding training together with a colleague and created materials to be more interactive resulting in a higher success rate of operators transitioning to live production

Education

08/2020 – 12/2023

Lapland University of Applied Sciences

Bachelor of Hospitality Management in Tourism

- Marketing & Communications
- Business Management, HRM & Accounting
- Project- & Event Management
- Service & Experience Design

My studies were defined by collaborations with local businesses, and national and European projects. This allowed me to develop my project management skills, uncovered my passion for sustainability issues, and re-kindled my enthusiasm to mentor or train.

08/2017 – 11/2017

Shaw Academy

Diploma in Graphic Design

- Visual Communication
- Intro to Photoshop & InDesign

09/2016 – 06/2017

National College of Ireland

CIPD Diploma in Learning & Development

- Adult Education & Learning Theory
- Visual Communication

I completed this course while simultaneously working full-time as a trainer on the Google Maps project. This allowed me to put into practice all that I learned.

Liisa Siippainen

COMMUNICATION | PROJECT MANAGEMENT | TRAINING

Languages

German: C2

English: C2

Finnish: B2

General Skills

Communication

Digital Marketing

Project Management

Training

Analytical Skills

Learning

Technical Skills

G Docs

G Sheets

G Slides

MS Word

MS Excel

MS Powerpoint

Experience

04/2019 – 09/2022

Eezy (formerly Enjoy)

Breakfast & lunch waiter and café worker

- Clearing & cleaning dishes, setting tables
- Customer service at till (café, lunch cafeteria)
- Food preparation
- Receiving deliveries, closing till at EOD

03/2018 – 08/2018

Google Ads powered by Accenture

Technical Support Assistant

- Support for Google Ads, Analytics, and Merchant Center
- Search ad optimisation, troubleshooting
- Inbound customer communication via phone, chat & community forum (DACH market)

10/2017 – 06/2018

Bewley's Café Grafton Street

Trainee Barista, promoted to Barista

- Customer service at take-away counter
- Purchase recommendations of packaged goods

03/2015 – 08/2017

Google Maps powered by Manpower (later Cognizant)

Local Data Operator and Quality Controller, promoted to Trainer & Policy Specialist

As Local Data Operator and QC:

- Outbound customer communication via phone to verify map data (primarily DACH market)
- Second review as QC to ensure data quality

As Trainer & Policy Specialist:

- Onboarding-, role- & policy training
- Training facilitation & evaluation
- Training design & content development
- Quality monitoring & root cause analysis

Working for a globally operating corporation I gained insights into organisational management and internal communication architectures. I also grew my professional competences as a trainer, and cultivated analytical skills.