

Matthew Presley

📍 Vantaa, Finland

☎ (+358) 44 242 0914

✉ matthewpresleyj@gmail.com

🇨🇦 Canadian + Irish (dual-citizen)

🔗 <https://mattrobin.com/>

🌐 [linkedin.com/in/matthew-presley/](https://www.linkedin.com/in/matthew-presley/)



HAPPY-AT-WORK, CUSTOMER-CENTRIC MARKETING PROFESSIONAL

I'll help your organization on it's mission bringing my 5+ years of solid digital marketing & B2B sales experience to strengthen your team. My key strengths are connecting with people, communication, creative thinking, and adaptability. I'm fun to work with as a warm and cheerful person! When you need someone who's curiosity-driven with a can-do attitude, **that's me!**

EDUCATION

2018 – 2022
Jyväskylä, Finland

University of Jyväskylä,
Master's in Digital Marketing and Corporate Communication [🔗](#)

- Master's thesis [🔗](#)
- Minors in Strategy & Experience design, Aalto ITP programme [🔗](#)
- Cultural Planning & Creative Placemaking (open uni course)

2013 – 2017
Porvoo, Finland

Haaga-Helia University of Applied Sciences,
Bachelor's in Tourism & Events Management [🔗](#)
Specialization in corporate travel & events

WORK EXPERIENCE (SELECTED)

2014 – 2023

Freelance, Website Design & Marketing [🔗](#)

- Working with local small businesses to support their overall marketing.
- Developed websites for various SME clients (20+ sites in my portfolio).
- Utilized SEO strategies to position a small cleaning service business online resulting in a +60% increase in organic search rankings across their target locations and generating +\$70,000 in revenue.
- Developed content to align with persona and buyer journey - including landing pages, blog posts, social media, ads, and marketing collateral.

July 2022 – present
Helsinki, Finland

PinMeTo, B2B Sales Development & Marketing

- Vertical specialization working with enterprise energy retailers.
- New customer acquisition across EMEA.
- Helping build customer cases.
- Created landing pages, crafting multi-channel outreach campaigns.
- Regular ad-hoc analysis on various product and industry insights.

- Collaborating with Sales, Marketing, and leadership teams.

October 2021 –
April 2022
Helsinki, Finland

Smartly.io, Customer Success Associate ☑

- Helped clients navigate the product and troubleshoot technical issues.
- Assisted new client onboarding with training and guidance.
- Escalating complex issues across internal functions.
- Collaborated with senior team members with regular client updates.
- Sent routine updates and reminders to clients as needed.

February 2021 –
April 2021
Helsinki, Finland

Logmore Ltd., Product Marketing Intern ☑

- Creation of onboarding user journey flows and user guides.
- Content marketing (i.e. blog & newsletter). Example here ☑
- Creating ad copy and digital assets.
- SEM campaign management.
- Creating email outreach templates for the sales team.
- Collaborated with Icebreaker.vc "growth hacking" programme.

OTHER FEATURED EXPERIENCE

Volunteer & side projects

- Slush, 2019
- Co-created a directory and gig listing site for Jazz venues & festivals.
- Helped plan Porvoo Jazz Festival, 2014
- Co-established a **startup funding event** held in 3 different European cities, bringing together startups, founders and investors.
- Latitute Global Volunteering - 2010-2011 (New Zealand & Australia)

Relevant Certifications

- Google Marketing Challenge ☑
- Google My Business
- Google Ad Grants
- The Online Marketing Fundamentals Qualification (Google)
- Hubspot's Inbound Certification ☑

REFERENCE

Jaakko Talvio, Head of Nordics at Smartly.io ☑

"I had a pleasure to work with Matthew at Smartly.io. Matthew is an exceptionally hard-working, humble and motivated professional, while still being able to speak up when needed. His communication skills are excellent and he especially shines when things get creative and a novel idea or solution is needed. He brings catching enthusiasm and energy to any group and is not afraid to ask questions and challenge the status quo."

Jani Moisiola, Head of Marketing at Logmore Ltd. ☑

"Matthew is a Creative with a capital C. Every situation spawns a stream of new, innovative ideas on presentation or solution, often accompanied by a mention "I actually know someone in [the scene or industry]".

He's also quite at home working in varying teams. During his internship, he participated in developing especially our marketing and customer experience, talking with different people all around to organization to get a proper understanding of what could be done. People never minded, either, since Matthew shows real commitment to making a difference for the customer, and does it in a friendly, cheerful way."

FUN FACTS

I once hitchhiked to the Shire (the real movie set from Lord of the Rings).

No, i'm not related to Elvis Presley, but I do play in a rhythm & blues band!

Hobbies: music (performing), gaming, reading, gym, outdoors, strolling the city.

Born and raised in Canada, lived in New Zealand (1yr), Australia (1yr), currently living in Finland (10yrs) - married to a Finn.