



Eva Iureva

Marketing Specialist & Content Manager

✉ iurevaeva@gmail.com ☎ +358466174369 📍 Finland, Helsinki

🔗 iurevaeva.wixsite.com/evaiureva 📅 22.06.2002

SUMMARY

Marketing and Content Manager with experience at Infinite Beauty and Syndicate Oy. Experienced in digital marketing, social media management, content creation, and campaign development, with a strong focus on consumer behaviour analysis, data-driven decision-making, and developing effective marketing strategies that support brand growth and customer engagement.

PROFESSIONAL EXPERIENCE

Syndicate Oy, Content Manager 10/2026 – Present | Helsinki, Finland

- Manage Instagram content for a B2B company in the construction industry on a voluntary basis
- Create and edit visual and video content to communicate the company's services, projects, and brand identity

Infinite Beauty, Content Manager & Marketing Manager 10/2025 – 10/2026 | Helsinki, Finland

- Developed and implemented digital marketing and social media strategies
- Managed social media channels, primarily Instagram and TikTok, including content planning, content calendars, copywriting, and publishing
- Planned and managed Meta Ads campaigns
- Coordinated influencer collaborations, brand partnerships, promotional campaigns, and events to expand brand visibility and audience reach

EDUCATION

LUT-University, Master's Degree in International Marketing 09/2025 – Present | Finland

LAB-University of Applied Sciences 08/2020 – 01/2023 | Lahti, Finland
Bachelor's Degree in Business Administration

SKILLS

Digital Marketing Strategy | Campaign Management | Paid Advertising (Meta Ads; Google Ads) |
B2B & B2C Marketing | Content Strategy & Planning | Brand Storytelling & Copywriting |
Email Marketing | KPI Monitoring & Reporting | Project Coordination |
Influencer & Partnership Marketing | Event Marketing |
Canva, CapCut, Adobe Premiere Pro, Adobe After Effects | WordPress, Excel, Notion