


Kimmo Linkama

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Summary

My writing has helped sell aircraft, paper machine maintenance systems, cast iron, construction, industrial gears, software development, power supply systems, mining equipment, IT services, log debarkers, wastewater management, solar inverters and a whole lot of other things. I can help sell your product, service, system or idea, too. Online or offline, in words your customer wants to hear.

Experience

LINKAMA Owner, Copywriter

Linkama OÜ

May 2005 - Present (16 years +)

Having moved to Estonia, I created Linkama OÜ as a legal entity to continue the B2B marketing work I'd done in Finland. With 30 years of experience in helping b-to-b companies increase the impact of their marketing communication I can help you make your marketing budget work harder. (There will be more work samples in the Projects section. Stay tuned.)

Copywriter

Freelance

Nov 1996 - May 2005 (8 years 7 months)

Business-to-business copywriting, transcreation and B2B marketing communications consultation. Clients included companies and ad agencies from several countries.

Copywriter

A & L Grey Oy

1994 - 1996 (3 years)

Copywriter for one of Finland's leading B2B marketing & advertising agencies with international clients.

Owner, Managing Partner

Keyword Ky

1993 - 1994 (2 years)

This is the company I formed when going solo after my previous employer went bankrupt. Provided B2B marketing copy, PR and transcreation services for Finnish companies and agencies.

Business Unit Manager

Taucher Communications

1992 - 1993 (2 years)

I inherited Taucher's PR business unit after the previous team left the company. Single-handedly brought the unit back in black through remorselessly axing all non-profitable clients.

Account Executive

Varis & Ojala Oy

1989 - 1992 (4 years)

Supervised B2B marketing and graphic design projects for some of Finland's top companies like Nokia, Kemira, UPM, Ahlstrom + government organisations.

Head of Corporate Communications

Fiskars Group

1988 - 1989 (2 years)

Corporate PR, IR communications, managing and implementing corporate communications policy.

Copywriter, Campaign Planner

Anderson & Lembke Oy

1985 - 1988 (4 years)

Wrote B2B marketing copy for many leading B2B and technology companies in Finland. Most of the projects were focused on international markets.

Sales Consultant

Finnair

1982 - 1985 (4 years)

Sold the airline's scheduled capacity to travel agencies and large corporate customers.

Export Manager

Botnia Carpet Ky

1980 - 1982 (3 years)

Single-handedly handled export B2B marketing and sales. Created European agency network. Raised the share of exports from 15 to 38 per cent of turnover for the company.

Education

Kouvola Language Institute

Qualified Translator, English in Trade & Commerce; Technology

1977 - 1980

HerYK

1968 - 1975

Licenses & Certifications

 **Sworn Translator** - Ministry of Justice, Finland

Skills

Copywriting • B2B Marketing • Digital Marketing • B2B • Content Strategy • Marketing Copy • Translation • Content Marketing • Copy Editing • English