



 **NAME:** Mikael Bosund
 **LOCATION:** Tapiola, Espoo, Finland
 **PHONE:** +358 (0) 40 821 6696
 **EMAIL:** mikael@bosund.fi
 **WEB SITE:** <http://mikael.bosund.fi>
 **LINKEDIN:** <https://linkedin.com/in/mikael-bosund>

PERSONAL STATEMENT



I'm a seasoned Finnish expert in the field of digitalisation and Web services with broad work experience. Currently I work as an entrepreneur, but I'm also looking for prolific career opportunities from companies looking for my skillset. I'm particularly interested of **Client & Project Management** positions.

EMPLOYMENT HISTORY 1/2



So far I've accumulated over 11 years of thorough work experience from a number of employers and as an entrepreneur. Over the years I've delivered hundreds of individual projects & clients in Finland and Europe. Thanks to my broad work focus I've received an excellent perspective to all involved areas of work from specifications to sales & delivery.

For more detailed information of my career, please visit my:

- **Portfolio page:** <http://mikael.bosund.fi>
- **LinkedIn page:** <https://linkedin.com/in/mikael-bosund>

Positions from my recent work history:

Freelancer entrepreneur

MB Media-design, Espoo, Finland
May 2010 – Present



I founded my own freelancer business MB Media-design on 2010 as my primary employment. During the years I've worked with versatile media production projects for dozens of clients. Entrepreneurship has taught me many useful skills from independent business management to networking, customer service and of course the technical skills.

- Achievements:**
- ✓ A collection of success stories from nearly all modern aspects of digital and printed advertising production
 - ✓ Profitable business model; primary source of personal income
 - ✓ High client satisfaction with many long-term business relationships

Web site: <http://mb-media-design.fi>

EMPLOYMENT HISTORY 2/2



Key Client

Ihmenelaset Oy, Helsinki, Finland
May 2017 – November 2017



In Ihmenelaset my primary task was to manage clients and sales in versatile Web services projects. Over time I expanded my role within the business to project management, product development & pricing and recruitment. I was also responsible for the renewal of the company's Web site and various social media platforms for improved marketing.

- Achievements:**
- ✓ More than doubled revenue compared to last year's total during the 7 months thanks to my client network & sales effort
 - ✓ Development of existing fields of business services and establishing new fields that enabled quick completion & good profit for projects
 - ✓ Considerable assistance in developing company's public marketing profile by renewing their Web site, social media & company leaflet

Reference: http://mikael.bosund.fi/ref/eng_Ihmenelaset.pdf

Project Director

Siteseq / SEQ 5 Oy, Vantaa, Finland
October 2014 – April 2017



My first position in Siteseq began in the role of a project based Web designer & developer. After a year I got promoted to the Project Director position thanks to my innovative and self-driven approach in developing new products and sales strategies. From that point on I managed the company's production team, clients and most of the sales with notable results.

- Achievements:**
- ✓ Over 300 clients & 400+ Web services projects managed over the course of 2,5 years with very high customer satisfaction
 - ✓ Responsibility for majority of company's sales & clients, 15 % growth in turnover despite the unfavorable changes in nationwide market
 - ✓ Development of innovative product pricing approach that improved product design & development as well as profit margin considerably

Reference: http://mikael.bosund.fi/ref/eng_Siteseq.pdf

Marketing Developer

Fastbind / Maping Co, Espoo, Finland
October 2011 – September 2014



I was recruited to Maping Co on 2011 as video producer & marketing designer for versatile media platforms. During the full time employment (2010-2014), I managed most of the company advertising channels, planned various systems and trained & managed 3 junior employees for them. After starting my job in Seq 5 Oy I've continued to work for Maping through my personal business.

- Achievements:**
- ✓ Design & development of fastbind.com Web site in 5 languages that improved marketing & product presentation for the franchise
 - ✓ Creation of over 400 customised landing pages and 50+ YouTube channels in more than 20 languages for the benefit of local dealers
 - ✓ Design of various data systems for media files & site maintenance that considerable helped communication & management

Reference: http://mikael.bosund.fi/ref/eng_Maping.pdf

EDUCATION



Bachelor of Engineering (Media Technology major)

Metropolia University of Applied Sciences, Helsinki, Finland, 2014

Extend of studies: 298 / 240 ECTS credits

Thesis topic: Responsive Web-technologies (2014)

Minors:

- Digital Media
- Internet Technology
- Game Design, Theory and Project
- Audio-visual Technology

Voluntary student activities:

- **Dozens of video courses**
Lynda.com online learning platform, Sep 2009 – Jun 2014
- **Exchange student tutor**
Metropolia University of Applied Sciences, Helsinki, Finland, Jan 2010 – Jul 2012
- **Intern**
ClockWise B.V, Amsterdam, the Netherlands, Sep 2009 – Dec 2009
- **Exchange student**
Hogeschool van Amsterdam, Amsterdam, the Netherlands, Sep 2008 – Jul 2009

LANGUAGE SKILLS



I'm a very expressive person and I've always been interested in foreign languages. I've used English since my childhood almost on daily basis and professionally since fall 2006. I consider my English skills nearly equal to my native language of Finnish.

My language skills include:

- Native Finnish
- Fundamentals of Dutch
- Excellent written & verbal English
- Fundamentals of Japanese
- Fundamentals of Swedish
- Fundamentals of Russian

INTERESTS & HOBBIES



I fill my free time with many hobbies & activities that enable me to achieve good balance in today's hectic work life. I enjoy hobbies that respond to my natural creativity as well as heavy cardiovascular exercising to maintain good health of body & mind.

My hobbies include (not limited to):

- Music (Singing & Bass guitar)
- Kickboxing
- Games (video, card & board)
- Traveling
- Drawing
- Nature, hiking & biking

REFEREES



I have many referees that can vouch for my professional skills & results. You can find many of them from the work history part of my **CV**, **portfolio page** & **LinkedIn** account.

I can also gladly deliver you the referee(s) most suited for the appropriate job position upon a request.