CURRICULUM VITAE

TERO YLITALO

Creative Strategist | Brand & Business Development

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PROFILE

Creative strategist, marketing professional and entrepreneur with over 20 years of experience developing brands, communications and commercial ideas. I have worked in agencies and in-house, co-founded a creative agency and built my own retail brand. I connect creative thinking with business objectives and hands-on execution.

CORE EXPERTISE

Brand strategy and positioning • Business and service concept development • Customer experience and commercial thinking • Marketing communications strategy, creative leadership and content

PROFESSIONAL EXPERIENCE

Tero Ylitalo Consulting — 2020 - present

Creative Consultant / Copywriter, freelance

Brand and marketing communications strategies, concepts and content. Clients through Luxid include Atea, Fujitsu and Crocs. In 2026, I launched the TaaS™ consulting service; I also develop independent business and service concepts.

Genero — 08/2025 - 03/2026

Senior Copywriter / Strategist, fixed-term cover

Developed marketing communications strategy, concepts and copy for clients including Canon Finland, Valio Aimo and Pihla. Collaborated with creative teams across campaigns and digital channels.

Saxdor Yachts — 09/2022 - 09/2023

Interim Marketing Manager

Marketing communications for an international boat brand, website renewal, tone of voice and copy. Managed WordPress content and coordinated content production and product launch communications with designers and external partners.

Classy Cyclist — 2019 - 2023

Founder / E-commerce Entrepreneur

Built a cycling apparel brand from scratch, spanning e-commerce and a physical pop-up store. Responsible for sales, marketing, imports and commercial decisions. First-year turnover of EUR 100,000.

CURRICULUM VITAE

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PROFESSIONAL EXPERIENCE / CONTINUED

Hansdotter **2018 - 2019**

Co-Founder / Creative Lead / Partner

Co-founded and co-led a 14-person creative agency. Directed creative work, brand and communications strategy, concepts and copy. Clients included Jalostaja and Sandvik.

Zeeland Family **2015 - 2018**

Strategist / Copywriter

Developed marketing communications strategies, concepts and copy for clients including Sandvik, BAIKS, Helkama, Lejos and Resurs Bank.

Panic Marketing **2012 - 2014**

Creative Director

Led creative work and developed campaigns and digital concepts, including games, websites and copy. Clients included Silja Line, Liiga, NRJ, TV5 and TV6.

Earlier experience includes agency creative planning and copywriting from 2003, plus B2B sales and sales support at Hewlett-Packard in France and Finland.

EDUCATION AND PROFESSIONAL DEVELOPMENT

Bachelor of Business Administration (BBA), European Business Administration **2004**

EVTEK / Mercuria Business School and Hogeschool Inholland, Netherlands. Double-degree programme; included a one-year placement at Hewlett-Packard in France.

Digital Marketing Course, Hyper Island **2017**

Digital marketing and the full customer journey.

Additional studies in International Relations

San Francisco State University, United States.

LANGUAGES

Finnish: native | English: C1 | Swedish: A2 | French: A1

LEADERSHIP TRAINING

Reserve Lieutenant | Finnish Defence Forces, Reserve Officer School

Recommendations and selected work: ostatero.fi