



TOMI NURMI

DIGITAL MARKETING SPECIALIST

Digital marketing specialist with 3.5+ years driving measurable results across paid media, organic social and online video.

CONTACT

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- tndigital.fi

PAID MEDIA

Google Ads

Meta Ads

LinkedIn Ads

ANALYTICS & DATA

Google Analytics 4

Google Tag Manager

Looker Studio

SEO & CONTENT

Technical SEO

Content Strategy

Email Marketing

3.5+

YEARS EXP.

50+

CAMPAIGNS

10K+

CONVERSIONS

20+

CLIENTS

EXPERIENCE

TN DIGITAL

Jan 2026 — Present

Digital Marketing Freelancer

- Helping clients increase their sales, get more leads and grow their online presence.
- Building genuinely useful AI-powered marketing solutions that deliver real value.
- Mastering bleeding-edge AI tools such as Claude Code, Google AI Studio and more.

FREELANCE

AI TOOLS

PAID MEDIA

STRATEGY

ROOKIE COMMUNICATIONS OY

May 2023 — Dec 2025

Digital Marketing Specialist

- Delivered measurable results for numerous clients across paid media, organic social and online video.
- Sharpened expertise across multi-channel campaigns and performance optimisation.
- Built numerous complex tracking setups and reporting solutions for e-commerce and B2B websites.
- Leveraged AI & automation tools to boost productivity and unlock new efficiencies.

PAID MEDIA

ANALYTICS

TRACKING

AI & AUTOMATION

ROOKIE COMMUNICATIONS OY

Nov 2022 — Apr 2023

Digital Marketing Intern

- Hit the ground running with live client work from day one.
- Mastered the tools of the trade through hands-on work: GA4, GTM, Google Ads, Meta Ads, Looker Studio and more.
- Studied real cases by analysing data, reflecting on results and drawing conclusions.
- After the 6-month internship was hired as a full-time Digital Marketing Specialist.

GA4

GTM

GOOGLE ADS

META ADS

STRATEGY & BRAND

Brand Positioning

Marketing Automation

CRO

AI & AUTOMATION

Claude

n8n

Gemini

OTHER TOOLS

WordPress

Affinity

DaVinci Resolve

EDUCATION

Bachelor of Business Administration

Karelia-ammattikorkeakoulu

2020

CERTIFICATIONS

Google Digital Marketing & E-commerce Professional Certificate

Google

2022

OTHER NOTABLE EXPERIENCE

MAURI AHVALO OY LKV

Sep 2020 — Sep 2022

Real Estate Salesperson

DNA KAUPPA OY

Mar 2011 — Jul 2018

Sales Team Manager

DNA KAUPPA OY

Aug 2010 — Feb 2011

Sales Negotiator

CONTACT

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