



Olli Manninen

Sustainable Marketing &
Business Law

M.Sc. 2026
B.Sc. 2024


PROFILE


I am a Master's student in Marketing at Oulu Business School, University of Oulu, graduating on 30 June 2026. I am currently writing my master's thesis in collaboration with the Vend Group, examining the role of AI features in shaping user experience on the Tori.fi platform.

CONTACT

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SKILLS

- Analytical problem-solving
- Data-driven analysis
- Digital marketing
- Business-oriented thinking
- Project-based and team-orientated work
- B2B and B2C sales

IT-SKILLS

- Excel
- PowerPoint
- WordPress
- CRM and sales systems
- AI tools

WORK EXPERIENCE

Finnish Tax Administration



May 2023 – January 2024

- Worked in inheritance and gift taxation, responsible for tax supervision, preparing tax decisions, and providing customer guidance
- Role required strong understanding of tax legislation, analytical thinking, and high attention to detail
- Developed a systematic and solution-oriented working approach in a regulated environment

Tax supervision · Customer advisory · Analytical problem-solving

Encore Sales & Consulting



June 2022 – September 2022

- Worked in customer-facing sales, responsible for active sales and customer needs assessment
- Sold service packages and additional services, and managed existing customer relationships
- the top-performing sales consultant in the office among 14 consultants based on conversion performance

Solution-oriented sales · Customer needs analysis ·
Relationship development

Gigantti Oy Ab



July 2017 – August 2019

- Sold consumer electronics and related services in a fast-paced retail environment
- Provided customer service and technical product guidance
- Participated in onboarding and training of new employees

Customer service · Problem-solving · Product expertise ·
Teamwork

University of Oulu



M.Sc. (Econ. & Bus. Adm.), Marketing (June 2026)

B.Sc. (Econ. & Bus. Adm.) (June 2024)

Minor: Business Law

Bachelor's thesis: Ethical Principles and Responsibility in Social Media Influencer Marketing (Grade 4/5)