

LEO LEHTINEN

International Business Professional

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Data-driven International Business graduate with expertise in data analysis, e-commerce, sustainability, and digital marketing. Proficient in SEO, WordPress development, and AI utilization. Passionate about leveraging automation and analytics to optimize business performance. Recognized for leadership, teamwork, and dedication.

Work Experience

Prompt Engineer, Freelancer

Dec 2024 - Present

Multiple Employers | Remote

- Optimizing Large Language Models (LLMs) using Reinforcement Learning from Human Feedback (RLHF) to enhance AI performance in Natural Language Processing tasks.

E-commerce Intern

Jan 2024 - Jul 2024

YourSurprise | Zeeland, Netherlands

- Managed content strategy for 32 e-commerce websites, optimizing product visibility and discoverability.
- Utilized Looker Studio, Google Analytics, and Google Ads for on-page optimization of the Finnish website.
- Performed professional translations and SEO optimization using SurferSEO tool, enhancing website visibility.
- Communicated with Nordic influencers to boost outreach and engagement, contributing to website growth.
- Received a letter of recommendation for exceptional performance.

Customer Service and Sales Representative, Promoter

Mar 2022 - Jul 2022

Fysioline Fressi Oy | Seinäjoki, Finland

- Drove sales and managed customer relationships, contributing to overall business growth.
- Developed and executed social media strategies, creating Instagram content that achieved record-breaking engagement.

Postal Service Worker

Dec 2019 - Dec 2020

Posti | Nokia, Finland

- Efficiently distributed mail and packages to ensure timely delivery to customers.
- Provided professional customer service, addressing inquiries and resolving issues.
- Trained and mentored new employees on postal procedures and best practices.

Projects

ATS Resume Optimizer

Feb 2025

I built an AI-powered tool that enhances resumes for ATS by optimizing formatting, keyword alignment, and structure. It ensures resumes are ATS-compliant while maintaining recruiter readability, providing users with a fully optimized resume in text form for easy adjustments.

Customer Purchasing Behaviour and Sales Insights from E-commerce Data

Feb 2025

- Analyzed e-commerce data to identify sales trends and customer behavior.
- Developed data-driven recommendations to increase customer loyalty and sales.
- Tools used: Python, Pandas, Matplotlib, Looker Studio.

Google Ads Campaign Strategy - ParkMan (B2B Lead Generation)

Feb 2025

- Designed and executed a Google Ads campaign for ParkMan to generate B2B leads.
- Utilized search advertising, retargeting, and keyword research.
- Optimized conversions using Smart Bidding strategies.

Core Skills

Data Analysis & Visualization: SQL, Excel, Google Analytics, Tableau, Looker Studio,
WordPress & Search Engine Optimization (SEO), Digital Marketing: SEO, Google Ads, WordPress,
Conversion Rate Optimization (CRO), Project Management & Problem Solving,
AI & Automation: Generative AI, Prompt Engineering, Basic foundations in Python and R.

Education

Seinäjäki University of Applied Sciences (SeAMK)

Sep 2021 - Dec 2024

BBA International Business

GPA: 4,26/5

Avans University of Applied Sciences, Breda

Aug 2023 - Jan 2024

Exchange Minor Business, Leadership and Sustainability

GPA: 9,2/10

Languages

Finnish (*native*), English (*fluent*), Swedish (*intermediate*), Portuguese (*basics*), Italian (*learning*)

Awards

Certificates

Data Analytics Professional Certificate

Sep 2024

Google

HubSpot Marketing, Sales and Service Hub Software Certificates (3 in total)

Dec 2024

HubSpot

Generative AI for Data Analysts

IBM

Feb 2025

Google Ads Search Certification

Google

Mar 2025

Interests

Data-driven decision making, Innovation, Fitness, Continuous learning, Sustainability, CRM, Manchester United (unfortunately), AI in optimizing processes, Digital marketing