

Siir Öner

DIGITAL MARKETER | CONTENT CREATOR
WEB-DESIGNER | GRAPHIC DESIGNER | VIDEO EDITOR



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Skills



Work Experience

NESTE OYJ | Thesis Collaboration | 6.2026-10.2026

“Influence of GEO Strategies on Content Ranking in Generative Engines and Referral Traffic” to evaluate whether GEO strategies improve visibility in generative engines by investigating how GEO strategies influence a)Content ranking & frequency in generative engine responses, and b)AI-referral traffic to websites.

METSÄ SPRING OY | Marketing Assistant | 12.2024 - 1.2026

Driven market entrance and digital presence (muoto.io) for the new Muoto brand | Managed multi-channel content creation (SoMe, blogs, intranet) and B2B marketing content | Executed and analyzed paid ad campaigns across Meta, LinkedIn, and Google | Coordinated event marketing, fairs, market research, and business development

METSÄ FIBRE OY | Marketing Trainee | 4.2023 - 7.2024

Managed website SEO via Moz Pro and established internal best-practice guidelines | Created, edited, and published digital content using CMS | Assisted with CRM marketing automation and designed branded marketing materials | Coordinated customer visits and internal events

MEDIASPARK OY | Marketing Intern | 11.2022 - 3.2023

Redesigned website and managed content creation using WordPress | Ran paid SoMe campaigns across Meta and LinkedIn | Prepared marketing content for SoMe using Canva, Photoshop and XD

FYGË FOOD OY | Digital Marketing Intern | 3-5.2022

Created video content for SoMe | Constituted a content calendar and social media strategy | Analysed SoMe analytics

Education

International Business (BBA) | Häme University of Applied Sciences | 2024 - (2026) remote, part-time

Chemistry (BSc) | Istanbul Technical University | 2016-2021

Life Sciences (Erasmus Programme) | Umeå University | 2018-2019

Certificates

Google Analytics Certification | 2025 | 155492610

Search Engine Optimization Track, Certified Digital Marketing Associate | Digital Marketing Institute | 2024 | IE-DMI259422

Digital Display and Demand Generation Track, Certified Digital Marketing Associate | Digital Marketing Institute | 2025 | IE-DMI303852

IELTS Academic (7.5/CEFR:C1) | 2022 | 22FI000977GNES001A