

About

I am a digital media creative student at Hyper Island. I am interested in networked societies and innovative solutions that combine design, data & software. I aspire to build digital products that make peoples lives better.

Education

Hyper Island	Rocca al Mare School	Tallinn English College
Digital Media Creative	High School	Primary School
2014-2016 in Stockholm, Sweden	2011-2014 in Tallinn, Estonia	2002-2016 in Tallinn, Estonia

- Delegated Estonia in Model European Parliament international session in 2013 in Leipzig, Germany.
- Worldwide advertising competition "Young Glory" nominated finalist in 2014 October.

Experience

Foxcademy - www.foxcademy.com 11/2014 - present

Co- Founder & CEO

- **General** - Accomplished to deliver a working tablet application to 450 students by being the CEO of a software startup.
- **Business Development** - full stack business development from market research to pitching to hundreds of people. All of the business development activities done for Curlify apply to Foxcademy as well.
- **Product Development** - Designed ca 150 pixel perfect tablet application screens. Managed development team's work using Scrum flow. We developed APIs, CMSs, iOS & Android hybrid tablet application, 3 landing pages, and a web application.
- **Varia** - HR, PR, legal, basic marketing, creative direction and all other hands on founder's responsibilities.
- Foxcademy was selected amongst top 6 European most innovative startups in 2015 by the European Young Innovators Forum.

Curlify - www.curlify.com

10/2014 - present

Business Developer

- **Business development** - doing research and analysis in the following areas: market potential, market size, pros & cons of different markets, competitors, go-to-market strategy, basic financials, pricing models, industry trends, problem statement, value statement, delivery chain, and road map.
- **Communication** - being the middleman between the agents and the HQ in Estonia. Facilitating Skype meetings, helping out with forming contracts, keeping both sides up to date on progress.
- **Copywriting & presentations** - designing and composing presentations for different existing and new partners and clients.
- **Networking** - attending meetups, conferences, office meetings and business lunches with the purpose of building stronger relations with existing and new partners in order to find new ways how to enter the Swedish market.

Founder & Managing Director

- **Forming a sports team** - headhunting sportsmen, organising a public casting, mass communication, in- team communication, organising team's work and tasks.
- **Building "Division Sports" as a brand** - designing logos, photographing & filming in studios and open- air locations, using Adobe Photoshop, Illustrator, After Effects and Premier to edit and produce content, creating social media strategies, integrating and managing Facebook, Instagram, Youtube & homepage on daily basis.
- **Creating Content** - creating content specific to each channel, maximising optimal outcome so that the created content would be balanced in terms of invested time and reach, creating strategy for content.
- **Communication with sponsors** - Finding sponsors, composing presentations and catalogues, meeting with partners and potential sponsors, pitching ideas and collaboration opportunities.

Essence - www.essence.ee

02/2014

Interning as Assistant

- **Assisting in advertisement shooting** - being the runner for the key grip, helping out with lighting, documenting the work process.

Vallatud Nõlvad - www.vallatudnolvad.ee

01/2014 - 03/2014

Assistant in Event Management

- **Creating media content** - filming and editing content of the event, assisting homepage design and structure, brainstorming with the team to come up with new strategies and ideas.

Professional Qualities

- Expert in creative concept development, digital strategy, startup and new business development, business networking, team leadership, team development.
- Skilled in Scrum flow, UI/UX design, branding, illustrations, prototyping, photo- & videography, social media management & strategies.

Computer Skills

- Expert user on iOS, OS X, Sketch.
- Skilled user of Adobe Photoshop, Adobe Illustrator, iWork.
- Competent user of Adobe Premier, Adobe After Effects, MS Office.
- Beginner in HTML, CSS.

Language Skills

- Estonian: mother language.
- English: excellent in speaking, writing and listening - IELTS test 8.0/9.0.

Sports Achievements

- **Track and Field** - 2013 national second best junior in 4x1500m relay running, 2013 national third best junior in 3000m steeplechase.
- **Triathlon** - 2013 national second best junior in Estonian Triathlon Cup, 2013 national third best junior in Estonian Triathlon Championships.
- **Long Distance Running** - Full distance marathon personal best 3hours 23minutes which is also all-time national second best time for under 18 year old Estonians. Personal best half-marathon time is 1hour 28minutes which brought me national second best position in 2013 championships. Personal best 10 km city race time 37:00 (2014).