Veera Kokko

Bachelor of International Business Administration



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Profile

International business professional with experience in marketing, business development, customer service, and project coordination. My international background spans Europe, Australia, and South America, having lived, worked, and studied in countries including the Netherlands, Australia, Brazil, and Germany

My strengths include creativity, analytical thinking, clear communication, and strong organisational and logistical skills. I bring an international perspective, initiative, and the ability to connect people, ideas, and execution to achieve results.

Education

Saxion University of Applied Sciences - Netherlands

- Bachelor of International Business Administration (2022–2026)
- Entrepreneurship
- Conscious Business / Sustainable Business Practices

Kuopion Taidelukio Lumit - Kuopio

- Finnish Matriculation Examination
- Erasmus Exchange Project, Ulm, Germany

AFS Exchange Year – Brazil (2016–2017)

- Exchange student year
- Intensive Portuguese language studies

Languages

Finnish	Native
English	Fluent
Portuguese	Good working proficiency
Spanish	Satisfactory working proficiency

Professional experience

Sales & Marketing Assistant
Dovideq Medical Systems – Overijssel, Netherlands (09/2024 – 08/2026)

- Conducted target market research, analysing market environments, competitors, and potential distributors.
- Identified and evaluated potential business partners across multiple countries, providing clear insights into market opportunities.
- Improved lead management processes and developed a new CRM segmentation structure, increasing pipeline visibility and creating more consistent sales reporting.
- Created marketing content and supported SEO initiatives, contributing to increased organic traffic and improved blog and newsletter performance.
- Coordinated international client meetings and company visits, ensuring smooth logistics and professional execution.

Business Case Consultant (Team-based projects)
Saxion University of Applied Sciences –Overijssel, Netherlands (2022 – 2024)

- Conducted market research and prepared strategic recommendations for companies including Dovideq Medical, Velda BV, Eaton Corporation, and SKEPP.
- Presented data-driven solutions to management teams to support business growth and international expansion.
- Strengthened project management and cross-functional teamwork skills in multidisciplinary project environments.

Sales Associate
Bestseller – Overijssel, Netherlands (01/2022 – 07/2024)

- Provided personalised customer service to a diverse customer base and enhanced the overall customer experience.
- Assisted customers in purchase decisions and contributed to sales performance in a fast-paced retail environment.

Guest Services & Reservations Coordinator
Freycinet Lodge – TAS, Australia (12/2021 – 05/2022)

- Delivered premium customer service to over 1,500 international guests.
- Managed reservation logistics and daily operational coordination.
- Resolved customer issues efficiently while ensuring a seamless guest experience.

Front Desk Receptionist
Pullman Bunker Bay Resort (Accor Hotels) – WA, Australia (09/2021 – 12/2021)

- Provided high-quality service to over 1,000 international guests while maintaining five-star hospitality standards.
- Managed guest check-ins, accommodation arrangements, and customer enquiries.
- Collaborated across departments to improve operational efficiency and customer satisfaction.