

portfolio.

M E L I S
G Ö R S O Y

2023

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COMMUNICATIONS & MARKETING

Content - Marketing Emails

Get hired in the Nordics: Learn How!

Our brand new digital course **How to land a job in the Nordics** will give you all the information, tools and skills you need to land a job in the Nordic countries. Dive in now!

[Learn more](#)



Looking for a new job?

We have many interesting open positions in the Nordics and one of them could be just right for you!

[Check our open positions](#)

Good luck with your job search!

*Best regards,
The Barona Team*

Latest Barona Club Benefits

Have you claimed your Barona Club benefits yet? If not, now is an excellent time to start! In this letter, you will find all your benefits.



Stay updated on current events

Brief combines quality newspapers into one application and even read aloud! The application includes a variety of papers, such as The Economist and Financial Times. As a Barona club member, you get 2 months of free listening time!

[Claim the benefit](#)

Develop your skills with expert podcasts

Develop your skills or learn something new by listening to expert podcasts and audiobooks in the Podit service. Get a free 10-month listening period with the code:

[BaronaHub](#)

[Claim the benefit](#)

Examples of marketing and service emails for B2C customers in Hubspot. Focusing on mobile friendly design, engaging and relevant content, and effective use of CTAs. Executing A/B testing.

Content - Marketing Emails

Busy is the curse of the working world – 5 tips on overcoming busyness

In today's world, having many irons in the fire and juggling different tasks is more of a rule than an exception. Many people struggle with time management both at work and during their free time.

Constant rush deteriorates concentration, reduces motivation, increases stress, and can even lead to burnout. Read tips on how to overcome busyness from our blog!

[Read the article](#)



How to improve stress tolerance and recovery?

"The human mind is like an elastic band: It stretches surprisingly much in various pressurized situations. However, if the tension continues for a long time or the overall load becomes too large, the elastic band may break, and a person's well-being may suffer."

Read organizational psychologist Jaakko Sahimaa's tips for improving stress tolerance and recovery amidst the hustle and bustle of working life.

[Read more](#)

Looking for a new job?

We have many new job openings, one of which might be just right for you. For many positions, specific education is not required; the desire to learn and a positive attitude is enough!

[Check open positions](#)



Develop your skills and learn new ones

From MyBarona Learning Search, you will find a diverse selection of trainings and coaching to develop your skills. If you want to learn skills needed for various tasks or change your field completely, we have solutions!

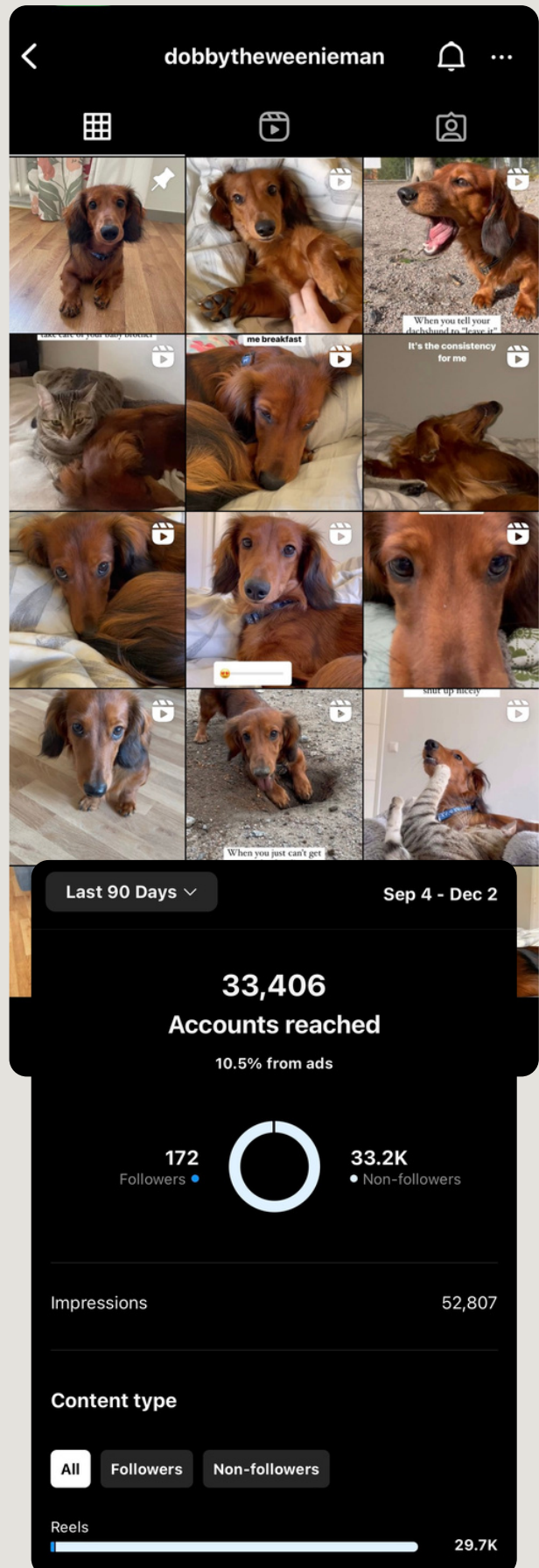
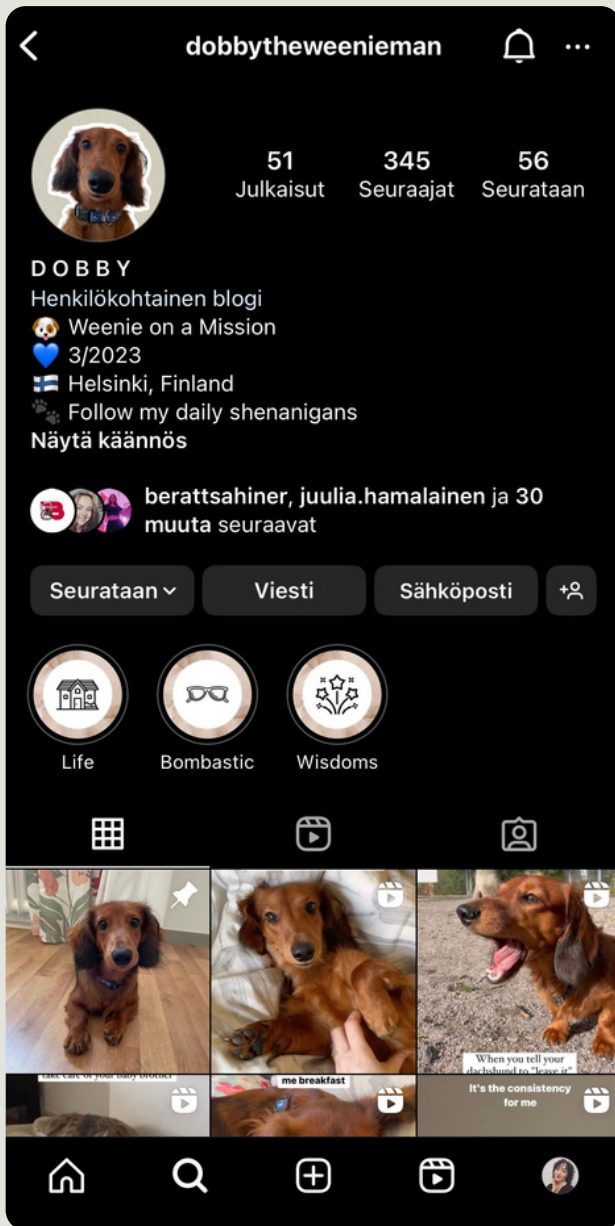
[Check learning services](#)

*Good luck with your job search -
Hopefully we can offer you something interesting soon!*

– The Barona Team

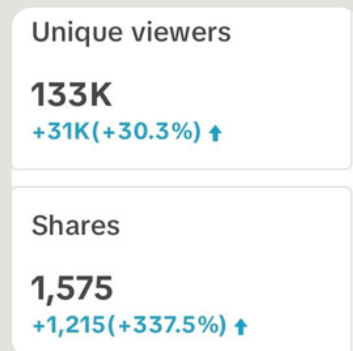
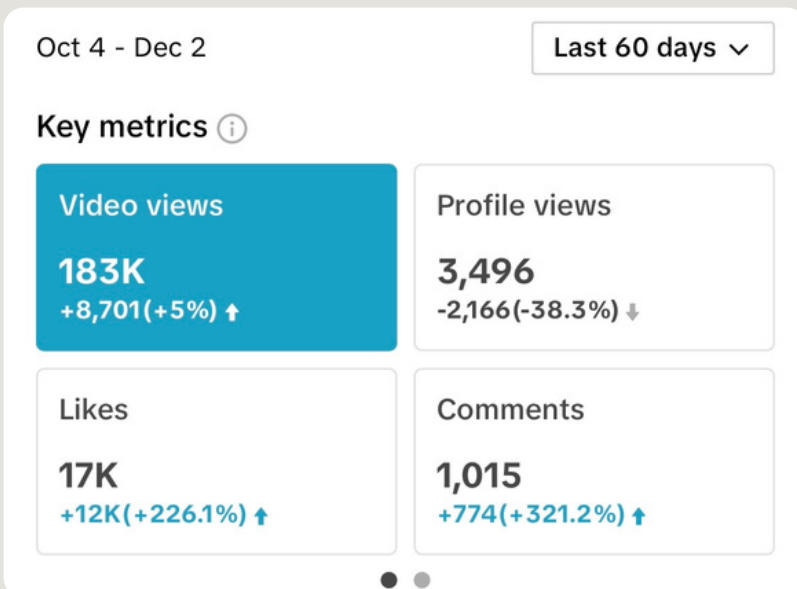
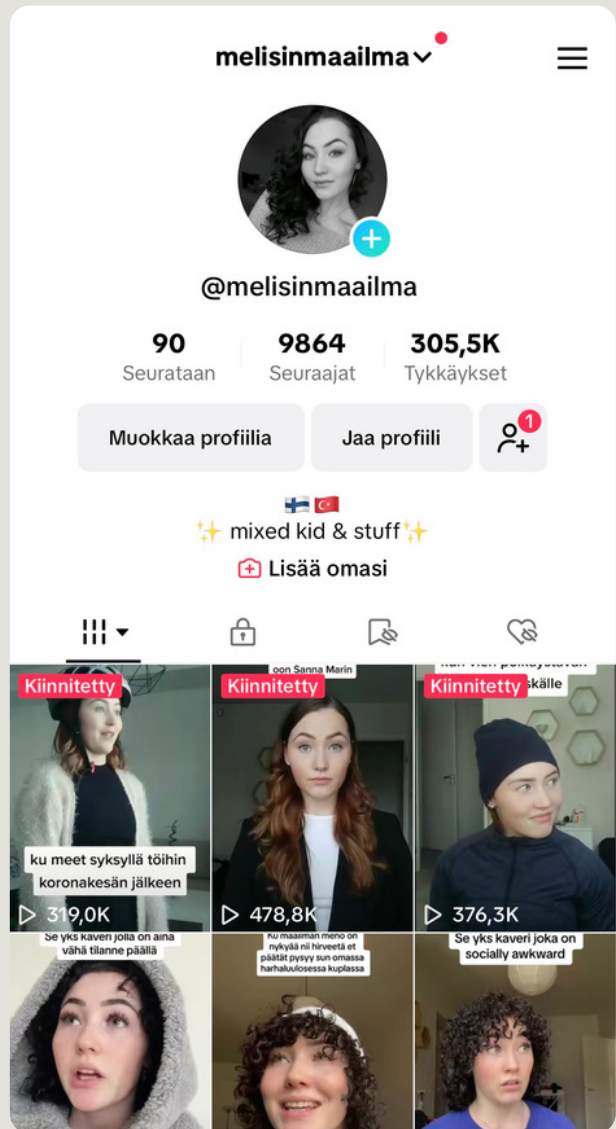
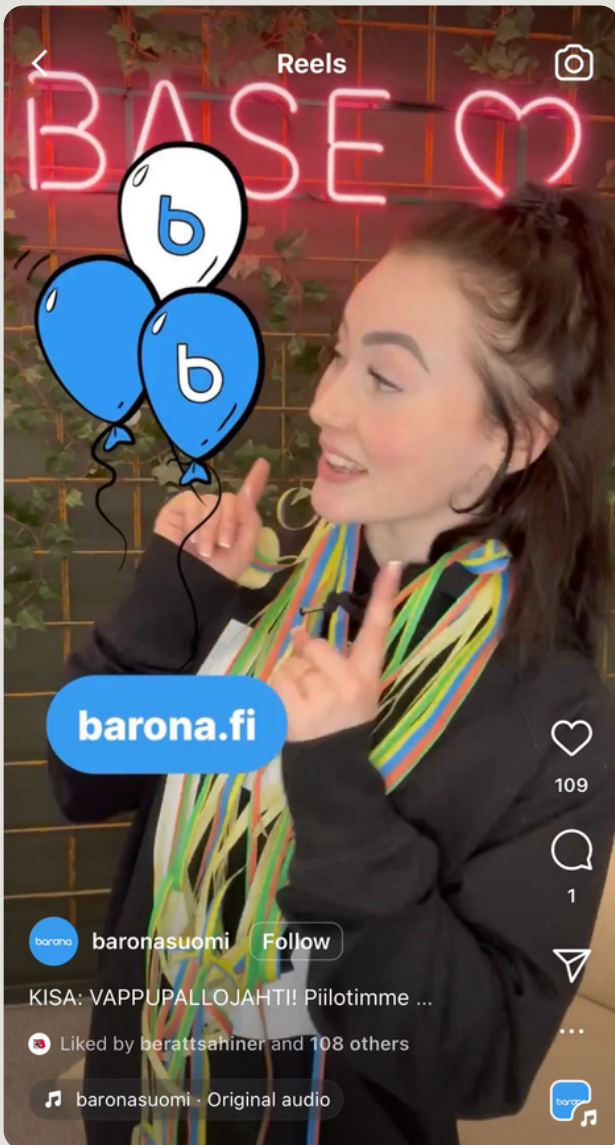
Examples of marketing and service emails for B2C customers in Hubspot. Focusing on mobile friendly design, engaging and relevant content, and effective use of CTAs. Executing A/B testing.

Content - Social Media



I created an Instagram account for my dog in September 2023 as an experiment. I have been testing Instagram marketing features with different audiences. In content creation, I have focused on reels.

Content - Social Media



Personal Tiktok
account performance
3.12.2023.

Content - Blogs & Other materials



Why is temping worth it? Eight reasons to explore temp work

Blog post for Barona: Eight reasons to explore temping

Audiovisual and written content for an online learning course “How to land a job in the Nordics”

How to Land a Job in the Nordics
€4,00 (+alv 24%)
Title
Digital learning

[Lisää ostoskassiisi.](#)

[Osta nyt](#)

Unlock your Nordic career potential with our dynamic digital course: **How to Land a Job in the Nordics**.

This comprehensive guide is your key to navigate the unique Nordic job market with confidence and precision. Designed by industry insiders, this course provides a thorough understanding of the job application process in the Nordics, coupled with a deep dive into its distinctive work

•Koutsit

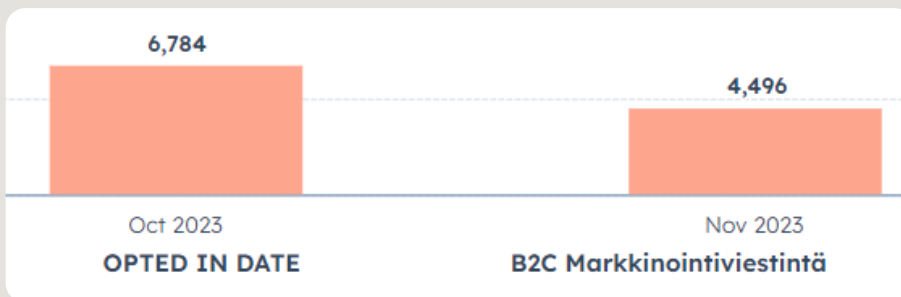


Audiovisual and written content for “Barona Bootcamp” employees’ digital orientation course

Marketing

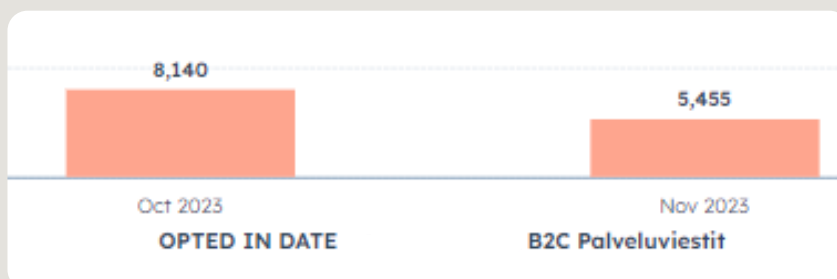
C A S E 1

increasing the amount of B2C marketing permissions in Hubspot by 30% in two months.



I launched an “insider community”, Barona Club, for our B2C customers who gave us marketing permissions.

At the end of the campaign, the amount of new marketing permissions was 30 times greater than the original goal of obtaining 200 new marketing permits per month.

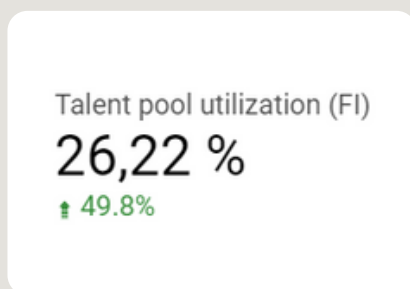


The amount of service permissions increased remarkably as well, without it being the main goal of the campaign.

Marketing

C A S E 2

Increasing Talent Pool Utilization rate focusing on B2C job applicants.



I focused on increasing the amount of positions applied by one person, meaning that an applicant should apply for at least two different positions on our platform.

To achieve this goal, I regularly communicated to the applicant pool via email about open job and learning opportunities in the company.

Creating a communication strategy and schedule were one of the key factors affecting the increase in the Talent Pool Utilization rate. I utilized workflows in Hubspot to automate areas of applicant communications, executed segment-based strategy and A/B testing, and monitored our emails' performance.

In October 2023, we received 3500 applications through our email communications, whereas the amount in February 2023, was 50.

Marketing

C A S E 3

Creating engaging email marketing content for B2C customers.

SENT	DELIVE...	CLICK R...	CLICKS	OPEN R...
792	792	37.63%	298	76.39%
5,312	5,311	25.78%	1,369	70.17%
1,022	1,017	21.14%	215	53.29%
1,880	1,879	20.81%	391	50.08%
12,145	12,134	19.97%	2,423	61.43%
3,721	3,716	19.81%	736	55.09%
1,216	1,213	19.54%	237	52.51%
28,599	28,299	17.33%	4,904	56.37%
4,975	4,972	14.8%	736	53.86%

I created marketing and service emails, and newsletters for B2C customers in Hubspot. These emails performed really well with click rates between 10 - 25 %. To maintain these rates, I executed segmented communications and A/B testing.