




Emmi "Lulu" Meriruoko



14.02.2025



Phone: (+358)443008210

 0443008210
emmi.meriruoko@gmail.com

Kulleronkatu 1 A 2
95430 TORNIO, Finland



Education

Merikatu school (8/2016-6/2019)
Lybecker Media Centre (8/2019-2023)
Lapland University of Applied Sciences (8/2023-)

In primary school, English and home economics were my favourite subjects. Art is very important to me, I use it to express myself and let my feelings out. I'm interested in studying and working in games and art, especially character design. I went to Lybecker College to study animation and game design.

Currently I study at the Lapland University of Applied Sciences, and my graduation as an Artist is planned for 2027. I love studying different art forms.



Work experience

Hypecafe 2017-2023

A 2-day gaming/anime event in the city of Hyvinkää

- Working hours approx. 5 hours/day + morning setup and cleaning
- Welcomed the customers, sat them down, took orders and served the food
- Did work at the door and as a sort of "mascot" around the area, bringing people in
- Calculated and collected the payments
- Very social and customer-oriented

The city of Raahe 2018

High school internship working for the city of Raahe

- Tested the functionality of a website
- Working with the tourist info to get fliers, other fetching quests
- Orientated on effective marketing and how to improve it
- Spent a day with the mayor of Raahe, getting to monitor his tasks

Kazecon 2018-2023

A convention held in Raahe, focusing on Asian culture

- Answering emails and setting up collaborations with other parties
- Making and releasing marketing content on social media
- In charge of the café at the convention (baking, decorating, prepping workers)
- Working as a waitress at the convention
- Working on the convention actively throughout the year

Alpakkamedia 2020

Vocational school internship

- All work was done online
- I re-imagined the famous children's show called "Pear's World" (Hertan Maailma)
- Orientated on how to develop a brand
- Made visual elements for a website

Taitaja (Skills Finland) 2019-2021

Voluntary work through my school

- Casted the Taitaja9-contest qualifier round in Raahe in 2019
- Casted the game production Finnish Championship semifinals and finals in 2021

Twitch 2021-2025

Active hobby (future ambition)

- Streaming mostly art and gameplay through Twitch
- Entertaining an audience, growing a media presence and community
- I'm my own editor, manager, etc. for example editing videos (VODs and short-form content or setting up sponsors)
- Using and learning lots of programs

On top of this I have casted other events, for example Lybetron in Lybecker (a gaming tournament event) I also worked for a cleaning company in 2017, we cleaned a school in the summer.



INSTAGRAM
@emeriruoko

ARTSTATION
@emeriruoko






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Work experience (cont.)

Aatra Assets 2019-2020

A Junior Achievement (Nuori Yrittäjyys) company formed with 3 other students

- We made pixel art assets to sell on online platforms for game makers
- Went to the Uskalla Yrittää -festival in Oulu and pitched our sales idea in English
- Went to the European Vocational Skills Week in Helsinki and won 300€ for the best pitch

Freelance work 2019-2022

Misc. projects for companies, mostly through studies

- Marketing videos (filming, editing, sound recording) for InduSTAR and AutoLastaRY
- Marketing pictures for the local vocational school, specializing in metal and electrical work

Stichting Liox 2023

A Dutch cultural center focused on helping students with studying

- I worked in the Netherlands for about 2 months through the ERASMUS-program
- Assignments were diverse, for example making social media material (posters, stickers, advertisements)
- Designed a new office floorplan in 2D and 3D for their new working space in Amsterdam
- Communication in English, translated material from Dutch to English



Language skills

Finnish is my mother tongue, so I speak and write it near perfectly.

My English is excellent as spoken and written and I actively use the language in my every day life.

I also know basic Swedish and learnt a bit of Dutch for my past internship.



Programs/IT-skills

Adobe: (Photoshop, Premiere Pro, Illustrator, After Effects, Animate)

Drawing/animation: (Clip Studio Paint, Krita, Paint Tool Sai, Toon Boom Harmony)

Game/3D: (Unity, blender, Construct)

Coding (school projects in Ren'Py, C#)

Social media, e.g. Instagram, Facebook, YouTube, Twitter, reddit, TikTok, Twitch, BlueSky, Pinterest, Discord, Tumblr, Blogger etc.

Misc. Google Slides, PowerPoint, Canva, CapCut, VTube Studio, Audacity, Streamlabs, OBS etc.



Hobbies

My dearest hobbies at the moment are streaming, games, cosplay and drawing.

I love expressing myself through fashion and makeup.

My other interests include photography, baking, cooking, singing, any sort of arts and crafts and collecting beautiful things like figurines, cards or stuffed animals.

I danced for a couple of years. I also played the piano for 6 years.

I love to stop by, take a breather and appreciate the beauty in daily things that would usually just pass by, and I'm a fan of aesthetics and small details.



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