

# Tiia Konttinen

Senior Growth Marketing Manager

Inbound Marketing · SEO & Content · Funnel Strategy · Conversion Optimisation · B2B Growth

## CONTACT

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Open to relocate UK / Scotland

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[tiakonttinen.fi/about-tiia](https://tiakonttinen.fi/about-tiia)

## CORE SKILLS

- › B2B inbound & content marketing
- › SEO & organic growth
- › Demand & lead generation
- › Customer journey optimisation
- › Conversion rate optimisation
- › Email & lifecycle marketing
- › Marketing strategy & positioning
- › Funnel build & repair
- › Performance analysis & GA4
- › AI-enhanced workflows

## TOOLS AND PLATFORMS

- › WordPress & WooCommerce
- › Active Campaign
- › MailerLite / Mailchimp
- › Google Analytics / GA4
- › Kajabi
- › Yoast / Rank Math (SEO)
- › Office 365 / Google Workspace

## PROFILE

Senior Growth Marketing Manager with 10+ years of experience building and repairing marketing systems for B2B companies. Specialises in inbound and content marketing, customer journey optimisation, and conversion, without relying on ad spend.

Built a consultancy from scratch, growing it to €1.3M+ in digital sales and 6,000+ students across 10+ online courses. Works at her best inside growing organisations that lack structured marketing, taking full ownership of strategy, systems, and execution from day one.

Technically fluent across WordPress, Active Campaign, WooCommerce, Kajabi and GA4, equally comfortable diagnosing a broken integration as building a content strategy from zero.

## KEY PERFORMANCE HIGHLIGHTS

- €1.3M+ in total digital sales across own courses and client projects
- 40,000+ monthly organic visitors built through SEO and content, no paid traffic
- 2M+ lifetime blog readers from 370+ long-form articles
- Newsletter open rates of 35–46% and CTR of 6.8–9.4% (industry avg ~22%)
- Lead magnet conversion rate of 46.6% (blog to email subscriber)
- Sales page conversion rates of 6.5–8.9% consistently
- 259% improvement in sales page conversion for a client through messaging and UX
- Helped clients grow from €25,000 to €100,000+ annual revenue within 12 months
- 20%+ year-on-year revenue growth for three consecutive years

## Professional Experience

Growth Marketing Consultant 2015 –Present | Remote / Global  
TiiaKonttinen.fi — Self-Employed Consultancy

Founded and grew a B2B marketing consultancy serving Finnish small businesses and solopreneurs. Worked with 200+ client projects across strategy, funnel build, technical implementation, and conversion optimisation. Alongside client work, built and scaled a content-led online education business generating €1.3M+ in sales.

## EDUCATION

BBA

Savonia Polytechnic, Finland

2001

Interactive Sales & Client  
Relations

Savonia Polytechnic (43 ECTS,

GPA 4.6/5)

2008

## LANGUAGES

› Finnish – Native

› English – Professional Working  
Proficiency (C1, IELTS for UKVI test  
scheduled for 6 August 2026)

## INTERESTS

› History and heritage

› Reading

› Hiking

## Strategy & Growth

- Designed and executed end-to-end inbound marketing strategies combining SEO, content, email, and funnel architecture — achieving 20%+ YoY revenue growth for three consecutive years
- Built content systems from zero: 370+ long-form articles generating 40,000+ monthly organic visitors and 2M+ lifetime readers
- Developed positioning and messaging strategy for B2B clients, improving clarity of offer and accelerating sales cycles
- Built automated webinar funnels generating ~€1,150 in sales per run without manual intervention

## Technical Implementation & Funnel Optimisation

- Diagnosed and repaired underperforming funnels — identifying whether failure was technical (broken integrations), structural (wrong sequence), or messaging (wrong positioning)
- Integrated WooCommerce and Active Campaign to enable accurate data tracking and automated lifecycle sequences
- Built and optimised sales pages consistently converting at 6.5-8.9%; one client's page improved 259% through messaging and UX changes
- Grew email lists from zero to 500 subscribers in 30 days and from 500 to 1,500 in two weeks using organic content funnels
- Maintained newsletter performance of 35-46% open rate and 6.8-9.4% CTR across multiple lists.

## Client impact

- Helped small businesses scale from €25,000 to €100,000+ annual revenue within 12 months
- Generated 52 qualified leads in three weeks by repositioning a client's social media messaging
- Connected ecommerce and email infrastructure for a client mid-campaign, contributing to their record sales month
- Supported founders and subject-matter experts in simplifying complex offers into clear, converting customer journeys

## Commercial & client Growth Manager

Kuopio, Finland

Nordea Bank PLC

Client-facing role in a regulated financial environment, specialising in investment products and long-term financial planning. Consistently exceeded sales targets through trust-based relationship building.

- Increased investment product sales by 109% in one year, achieving the annual target within four months
- Grew new client acquisition by 26% year-on-year through proactive outreach and referral-led growth
- Built long-term client relationships in a high-trust, regulated environment with strong compliance requirements
- Developed deep commercial acumen working across financial product, client risk profiles, and retention strategy.