

# Tiia Konttinen

Marketing Manager

Inbound Marketing · Content Strategy · SEO · Customer Journey Optimisation · Conversion Optimisation

Kuopio, Finland | Open to relocating to Scotland

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## PROFESSIONAL SUMMARY

Marketing Manager with 10+ years of experience helping companies grow through content, SEO, buyer psychology and customer journey optimisation. I build trust-led growth systems that turn attention into engagement and engagement into revenue. My work has generated €1.3M+ in digital sales, attracted 40,000+ monthly organic visitors and supported 6,000+ online students.

## CORE SKILLS

**Growth & Strategy:** Inbound Marketing Strategy, Funnel Strategy, Campaign Planning, Brand Positioning, Project Management

**Content & Organic Growth:** SEO, Organic Growth, Content Marketing, Copywriting, Messaging, Landing Page Optimisation

**Customer Journey & Conversion:** Customer Journey Optimisation, Conversion Rate Optimisation, Website Performance, Email Marketing & Automation

**Analytics & Systems:** GA4, Marketing Analytics, Performance Reporting, Affiliate Marketing, AI-Assisted Marketing Workflows

**Collaboration:** Stakeholder Communication, Client Communication, Cross-Functional Collaboration

## PROFESSIONAL EXPERIENCE

### Marketing Consultant / Self-Employed

TiiaKonttinen.fi | Finland / Remote | 2015–Present

Founded and grew a marketing consultancy and content-led online education business, supporting small businesses, solopreneurs and expert-led companies across inbound marketing, SEO, content strategy, funnel architecture, email automation, customer journeys and conversion optimisation.

Designed and scaled an SEO-led inbound marketing engine of 380+ long-form articles, generating 2M+ lifetime visits, 40,000+ monthly organic visitors and 15,000+ email subscribers, with blog-to-subscriber conversion rates reaching 46.6% without paid traffic.

Built content-led customer acquisition systems that generated €1.3M+ in digital sales across own products and client projects, including an SEO content cluster that drove €50,000 in course sales within a single year.

Identified an opportunity to monetise existing traffic and subscribers, then designed and optimised an automated inbound funnel that increased annual revenue by 23.8%.

Designed and implemented an evergreen nurture sequence that generated an additional 10.88% in annual revenue by converting existing traffic and subscribers into automated sales.

Identified friction points in the customer journey through GA4 and behavioural analysis, then redesigned content-to-purchase pathways that increased ecommerce revenue by 18.4% within four months.

### **Personal Banking Adviser**

**Nordea Bank PLC | Kuopio, Finland | 2008–2014**

Client-facing role in a regulated financial environment, specialising in investment products, long-term financial planning, customer relationships and retention. Increased investment product sales by 109.75% in one year, achieved annual sales targets within four months, and grew new client acquisition by 26% year-on-year through proactive outreach and trust-based relationship building.

**Earlier experience includes seasonal tour guiding and entrepreneurship in wedding planning.**

## **TOOLS & PLATFORMS**

WordPress · WooCommerce · ActiveCampaign · MailerLite · Mailchimp · GA4 · Google Tag Manager · Kajabi · Zenler · Teachable · LifterLMS · Canva · Stripe · Rank Math · Yoast · Google Workspace · Office 365 · ChatGPT

## **EDUCATION & LANGUAGES**

BBA, Savonia Polytechnic, Finland

Interactive Sales & Client Relations, Savonia Polytechnic (43 ECTS, GPA 4.6/5)

Finnish – Native | English – Professional working proficiency