

Leevi Kokko



Partner, co-founder at 8-bit-sheep

leevi.kokko@8-bit-sheep.com

Helsinki, FI

linkedin.com/in/leevikokko
twitter.com/leevikokko



I'm passionate about the Internet as the network of crowdsourced information, marketplace, marketing channel, and a way of life. I love creating data-driven cultures in (and with) organizations where digital fundamentals such as data and UX are taken seriously. I have a strong track record, spanning over 20 years, creating user-friendly services with measurable business goals. I have one foot in the server room and the other in the board room - being able to understand both sides. Having history in frontend development, I'm able to translate business requirements into the techie-talk. I like working with people, and strive to serve the community I work with as well as possible.

Work

8-bit-sheep

May 2018 -

Partner, co-founder

If you need someone who will help you think straight, bring order to chaos, always follow up & never give up, be kind, generous and available 24/7, call me. My speciality is steering hairy multi-stakeholder projects steadily from start to finish, while also contributing to analytics and customer insight.

DNA Oy

August 2016 - May 2018

Head of Online Performance

Owner of B2C online services & DNA Tunnus SSO within the Marketing & Online unit. Team lead to a wonderful group of talented professionals working on ecommerce, content, and analytics. Worked as a liaison between online and product + marketing in all things digital. Owner of the online opex budget.

Notable achievements

- Re-built the team, still getting a Trust Index of 91 in Great Place to Work survey
- Growing ecommerce YoY while maintaining very high NPS for online store
- Renewed the partner portfolio & negotiated frame agreements with all key partners
- Business owner of successful DNA.fi site revamp
- Helped introduce service design methodology at DNA
- Project owner for adtech pilot within the company

Finnish Broadcasting Company

October 2010 - July 2016

Head of Audience Insight, Yle.fi

I did reporting, analytics, audience insight and research at one of Finland's top digital properties, Yle.fi - the host of sites and applications within the domain that represent the Finnish Broadcasting Company online. Built the digital analytics practice with great team of dedicated developers and audience researchers, with deep-dive in video/audio stream analytics on a variety of platforms (e.g. web, mobile HTML5/native apps, Smart TV's, including world's first comScore StreamSense implementation on Chromecast). Helped create the first local Total Screen Rating figures, combining traditional TV TAM measurement and online viewing data. Involved in the inception and launch of Yle Tunnus, the next generation SSO service for the public. Business PO for Yle's big data platform.

Fonecta

October 2009 - September 2010

Marketing Manager, Digital Services

At Fonecta I was responsible for B2C Online and B2C Mobile products' marketing. In practise this meant Fonecta.fi and 16400 brands, including mobile applications and mobile-optimized browser services. My team was responsible for marketing concepts/execution, as well as Online and Mobile traffic/usage. We also did close cooperation with business, product and finance teams, e.g. calculating customer lifetime value and building acquisition cost scenarios for mobile products.

- In B2C Online, we achieved double-digit traffic growth, increased efficiency (driving cost per visit down substantially) and did heavy partner portfolio optimization (more relevant traffic with less media spend).
- Fonecta also introduced a host of new mobile products, and we helped build measurable and innovative marketing concepts for these digital services (co-ops with e.g. Nokia and major Finnish telco operators, interactive online advertising w/ CPA modeling, viral campaigns etc).

Fruugo

January 2009 - October 2009

Manager, Business Analytics

Fruugo is an e-commerce start-up with a vision of making easy and secure cross-border online shopping a reality, bringing together retailers and consumers across Europe. Using Fruugo means being able to use your own language, currency and preferred payment method even when buying from other countries.

My responsibilities included the operational analytics of Fruugo, ranging from methodologies and facilitation to result delivery and analysis. Having strong web analytics expertise, I also translated related business requirements into web analytics specifications and worked with developers through the implementation to secure reliable view to the user behavior on the site.

In the area of search marketing, I built Fruugo's SEO targeting concept, related documentation, and supervised the implementation of our search strategy. The multi-country/multi-language service quickly gained traction, resulting in +140k indexed pages, incoming organic traffic with over 35000 unique search terms, and tenfold visit figures in just four months after open beta launch, ultimately leading to SEO contributing to over 40% of total revenue.

Ego Beta

June 2007 - January 2009

Service Analyst

In my role as a service analyst I was primarily responsible for making sure the service design process of Ego Beta was informed with relevant data through various channels, such as web analytics. At Ego Beta I lead and participated in numerous vendor evaluations for both startups and big corporations, facilitated KPI definition work and web analytics implementations. I also made sure the online services Ego Beta built were extremely search engine friendly, and ran full service SEM activities for selected clients.

Satama Interactive

January 2007 - June 2007

Senior Consultant, Search Marketing and Web Analytics

Consulting various brands in search marketing and web analytics, leading and participating in a number of projects for clients such as Vodafone and Nokia, often in a demanding multi-vendor project organization. In 2007 I was appointed as a senior consultant with the leadership responsibility for Satama's search marketing team.

Satama Interactive

January 2005 - December 2006

Consultant

Consulting on search and web analytics, with wide variety of cases: analytics implementations to campaigns and e-commerce sites, SEO consultation, informing design process with web analytics and training clients & in-house teams were on my agenda, to name few activities.

Satama Interactive

February 2003 - December 2004

Project Manager

As a project manager at Satama, I had a large project portfolio - anything from online campaign management to business-critical web application projects. Even as a project manager, my work included consulting on web analytics and search issues. The ever-growing demand on these areas finally led me to become a full-time consultant in Jan 2005.

Sonera, TeliaSonera

January 1999 - February 2003

Project Manager

During my years at Sonera, I was involved in development of many online spearheads for company's growth areas, such as eLearning. Also general R&D of municipal & health sector online services was my turf. Mostly this meant managing tailored pilot projects, from requirement capture to actual delivery. In parallel, projects in CMS development, localization deployment and UI design process were on my agenda.

Later I became the project manager for browser-based SME business tool suite, developed and launched in cooperation with Sonera's partner network. In this role, I was involved in concepting and developing Sonera's overall ASP (application service provisioning) service offering. Managing partner and subcontractor relationships was also an important part of my daily activities.

Projects

Web Vision including API Strategy

January 2013 - January 2013

Developed a web strategy that would ensure enough adaptability and efficiency to meet the challenge of global competition and fragmentation of content, platforms and technologies. One outcome was a API based web architecture and another one was an long term goal of opening up our content and platforms.

Skills

SEM	Web Analytics	E-commerce	SEO	8-bit-sheep
Yle	Online Advertising	Digital Media	Search Engine Optimization (SEO)	Start-ups
Online Marketing	Strategy	Business Intelligence	Analytics	Marketing Communications
Net Promoter Score	Customer Insight	Mobile Devices	Marketing	Digital Strategy
Web Development	Search Engine Marketing (SEM)	Management	Google Adwords	Audience Analysis
Mobile Applications	Social Media Marketing	User Experience	Digital Marketing	Project Management
User Interface Design				

Languages

Finnish **English**
Native Professional

Education

Taideteollinen korkeakoulu - Konstindustriella högskolan

MA

New Media

December 2002 - December 2013