

Mikko Vaitti



Web analytics & digital marketing technology specialist

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Turku, FI



Mikko is an analytics and technical marketing pro with 10+ years of experience in analytics solutions, MarTech and web development. Equipped with enthusiasm to solve technical problems and an eye for detail, he thrives delivering pedantically finished web analytics implementations that improve visibility to business while reducing complexity in implementation. Mikko has history in web development from the 90s, took a detour with international business studies and digital marketing product management, and has since gained experience as an analytics and MarTech consultant.

Work

8-bit-sheep

April 2023 -

Freelancer

Web analytics developer and marketing technology consultant for various clients and projects.

Custom Dimensions Consulting Oy

August 2023 -

Self-employed web analytics developer & marketing technology consultant by day, climbing instructor at night

Continuing work as a freelance web analytics consultant/developer, but through a private limited company instead of the previous sole proprietorship.

Tmi Mikko Vaitti

May 2020 - July 2023

Web analytics & marketing technology consultant, climbing instructor

Web analytics consultation and development. Planning, implementing and fixing web analytics systems. Sometimes also teaching people how to get up and down rock and ice walls safely.

Parcero Marketing Partners Oy

October 2018 - February 2021

Senior Digital Marketing Planner

Web & marketing analytics, digital marketing planning and execution, and combining data-driven digital marketing with creative processes.

Nordic Morning Finland Oy

June 2015 - September 2018

Senior Consultant | Programmatic Marketing

Previously Klikkicom Oy. Digital marketing consultation for some of the largest online advertisers of Finland. Concentrated on web analytics and tactical, data-driven search and social media marketing, but also got experience in more medium-funnel display advertising optimisation.

Fonecta Media Oy

January 2014 - November 2014

Product Manager

Management and productisation of search engine marketing (SEM) services, including product and pricing design and production & process development. Also contributed to marketing strategy, worked with customer segmentation for sales and was responsible for technology subcontractor management and relations with Google.

Fonecta Media Oy

September 2012 - December 2013

Team Leader, Online Advertising

Search engine marketing, Social media marketing, Process development, Online marketing research, Team & project management.

Fonecta Media Oy

November 2010 - August 2012

SEM & SOME Specialist

Search and Social media marketing design, production and optimisation. Advertising research, process development and training to peers.

Tmi Mikko Vaitti

September 2006 - April 2015

Web analytics & digital marketing consultant, climbing instructor

Part-time design and production of digital marketing solutions for small and medium sized enterprises. I worked with web and graphic design, web analytics and website conversion rate optimisation, and also with tactical digital marketing such as search and social media marketing.

Projects

jammi.net

Upkeep of a 20-year old climbing topo site of Kustavi climbing crags. The site code is so historical that updating it requires extreme care.

Skills

MarTech

Tracking pixels
Consent management
Google Marketing Platform
SEM
Social media ad platforms

Web Analytics

Google Analytics
Piwik Pro
Looker Studio
Tag Management

Programming

HTML
CSS
JavaScript

Database/cloud systems

SQL
Google Cloud
BigQuery

Languages

Finnish

Native Speaker

English

Full Professional

Spanish

Limited Working

Swedish

Elementary

Education

Turku School of Economics

September 2010 - December 2019

Masters degree studies

Economics

Aalto University School of Business

September 2005 - December 2008

Bachelors Degree

International Business