

Juha Sompinmaki

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About

Experienced Search Engine Optimization Manager with a demonstrated history of working in the digital marketing and advertising industry. Skilled in Search Engine Optimization (SEO), User Experience, Content Marketing, Conversion Optimization, Data Visualization and Google / Adobe Analytics.

Strong marketing professional with a Master of Arts (M.A.) focused on Digital Communication and Media/Multimedia from the University of Lapland. My client portfolio includes some of the world's biggest brands in software, finance/insurance, FMCG, Medical / Academic communications and computer gaming verticals.

Experience

Cactus Communications / Senior SEO Manager

OCTOBER 2018 - PRESENT, SINGAPORE

Driving the SEO performance in-house across all Cactus Communications flagship web properties globally and supporting the new services business unit.

iProspect Dentsu Aegis Network / SEO Manager

MAY 2017 - SEPTEMBER 2018, SINGAPORE

Management of the SEO executives team to deliver best in class performance for a range of global brands such as LG, Nespresso, AIA & Starhub. My responsibilities also included running monthly and quarterly business reviews and pitching for new business.

iText Software & Shakapass / SEO Consultant

JANUARY 2017 - MAY 2017, SINGAPORE

Contract SEO and CRO consulting for the leading B2B PDF library software company and SEO/SEM consulting for a ticket booking app startup ShakaPass.

GameTop / SEO Manager

JUNE 2015 - NOVEMBER 2016, SINGAPORE

My main responsibilities at GameTop consisted of ongoing SEO research & optimization, digital marketing growth activities and weekly analytics insights.

Wishbone DC / Sales & Marketing Manager

JULY 2014 - FEBRUARY 2015, SINGAPORE

My work at Wishbone Design Consultants revolved around SEM / SEO / EDM campaigns and Google Analytics analysis for clients as well as internally. In addition, I handled projects and managed overseas teams in Indonesia and the Philippines.

Ello Singapore / Creative Director

MAY 2012 - FEBRUARY 2015, SINGAPORE

I set up with Ello Singapore with a Singaporean business partner. Together we provided graphic design, photography and web design services for the local market.

Entrepreneur / Photographer Juha Sompinmaki

AUGUST 2008 - FEBRUARY 2015, FINLAND

Professional photography catering for corporate and commercial clients as well as portraiture and wedding photography for consumers. As a sole proprietor, I've gained valuable experience in digital marketing and SEO.

Redlynx Ltd / Concept Designer

OCTOBER 2004 - OCTOBER 2006, FINLAND

I joined RedLynx as a concept designer to push the new interactive TV business unit forward and manage the creative processes. During my time at Redlynx, I co-created a number of unique interactive TV concepts for domestic and international clients.

Cellcast UK Ltd / Operations Engineer

SEPTEMBER 2003 - MARCH 2004, UNITED KINGDOM

My responsibility at Cellcast was to manage and develop the live broadcasting operations of two central London television studios. On top of the regular broadcasting operations, my job was to ensure that the associated television pay-per-view, Internet, premium rate numbers and SMS services were running smoothly.

Markus Interactive / Digital Designer

JUNE 2003 - SEPTEMBER 2003, UNITED KINGDOM

Working as a digital media designer in a small agency. Web-design and photography.

University of Lapland / Course Teacher

2002 - 2003, FINLAND

Teaching short courses in the field of digital video production. Courses included subjects ranging from scriptwriting to editing as well as digital video software packages (Final Cut Pro & After Effects)

University of Lapland / Research Assistant

1998 - 2003, FINLAND

While studying, I was involved with a number of projects ranging from virtual reality installations to concept videos about future computing.

Finnish Broadcasting Company / Cameraman

1998, FINLAND

Training period with the National Broadcasting Company. I was working with main channel one news operations crew.

Ylojarvi City Library / Customer Service Assistant

1997, FINLAND

I was working at the local library during my upper secondary school studies. My main task was to help clients with the computer and guide them on how to use the Internet.

Higher Education

University of Lapland / Master of Arts (Art and Design)

1998 - 2004, FINLAND

Voionmaa Institute for video & film

1997 - 1998, FINLAND

Ylojarvi Upper Secondary School

1994 - 1997, FINLAND

**Courses /
Certifications**

Tableau Desktop I: Fundamentals

2016, SINGAPORE

Google AdWords Certification

2014, SINGAPORE

Google Analytics Certification

2014, SINGAPORE

**Tampere Adult education Centre / Further Qualification for
Entrepreneurs**

2007, FINLAND

Europrix Summer School / Producing Broadband Multimedia Content

2003, AUSTRIA

Awards / Recognitions

Cactus Communications / Marketer of the Quarter

2019, INDIA

Young Entrepreneurs Society / Entrepreneur activist

2011, FINLAND

First prize at FF media-festival / "Workmates" / computer animation

2003, FINLAND

Europrix Multimedia Awards / Student Juror

2002, AUSTRIA

Second prize at FF media-festival, / "Resonance" documentary

2000, FINLAND

**Second prize Anjalankoski film festival / "Kolme Askelta", 16mm B&W
short story film**

1998, FINLAND

**Special Honorary mention from Voionmaa film school / Working as a
director of photography and lighting designer**

1997, FINLAND