



# Kaisa-Maija Katajamäki

## Work experience

*April 2014 – present*

**Senior Content Manager, Zeha Berlin Schuh Design GmbH & Co.KG**

Senior content manager for Berlin-based shoe brand. I lead the development of Zeha's digital marketing campaigns in addition to planning, creating, and coordinating a regular content release schedule. Designed and currently maintain a custom Wordpress marketing blog. Responsible for all content and photography for the blog. Manage SEO optimization of the Zeha e-shop. Work closely with graphic designers, IT support, and the Zeha founders.

*September 2017 – present*

**Consultant, Wertvoll Berlin GmbH**

Part-time marketing and content consultant for fair fashion retailer in Berlin. Manage SEO optimization for Wertvoll's online shop to improve visibility and sales. Plan and deliver marketing campaigns together with CEO. Provide photography services for a variety of channels including online shop, blog, social media, and email newsletter.

*September 2013 – March 2014*

**Online Marketing – Finland, Barking GmbH**

Provided SEO optimization and translation services for Finnish-language marketing campaigns.

*March 2013 – August 2013*

**Online Marketing – Finland, K-New Media GmbH**

Provided SEO optimization and translation services for Finnish- and Swedish-language marketing campaigns.

*August 2012 – February 2014*

**SEO Internship and Translation Services, AKM3**

Provided SEO optimization as an intern. Continued providing translation services for Finnish-language projects.

*February 2009 – August 2012*

**Sales, Schuhtick Berlin GmbH**

*1999 – 2008*

**Librarian, Helsinki City Library**

## Contact / Portfolio

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## About me

Since 2014, I have worked as a content management specialist in Berlin. I work with companies to create content and develop online marketing strategies that drive traffic and engagement across various channels.

I have a particular interest in photography and I enjoy creating visual content to help companies increase and sharpen their brand awareness.

I have experience working in fashion e-commerce and it's an area of interest for me personally. I often attend conferences and events (e.g. Berlin FashionTech) to stay informed on the latest green fashion trends.

## Skills

### Languages

Finnish – Native proficiency  
German – Full professional proficiency  
English – Limited professional proficiency  
Swedish – Elementary proficiency

### Software / Technical

Microsoft Office, GIMP  
CMS: WordPress, Joomla  
E-commerce: OXID, Shopware  
SEO: Google Analytics, Google Search Console,

## References

### Judith Finsterbusch

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## Education

*2014*

**Advanced Training, Content & Social Media Management**

FrauenComputerZentrum Berlin FCZB e.V

*September 1997 – May 1999*

**Professional Training, IT & Library Services**

Raisio Business School

*September 1994 – June 1996*

**High School Diploma**

Turun Normaalikoulu, Turku, Finland