



Kaisa-Maija Katajamäki

Work experience

October 2020 – present

Founder – Green Mind Sustainable Shop Oy

Founder and CEO of an online shop offering zero-waste products and natural soap bars. Responsible for all e-commerce content, search engine optimization, digital marketing strategy, and social media.

August 2019 – present

Digital Marketing – Freelancer

Consulting, search engine optimization, and translation work for various projects.

April 2014 – August 2019

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

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

September 2017 – August 2019

Consultant – Wertvoll Berlin GmbH

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

September 2013 – March 2014

Online Marketing, Finland – Barketing 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

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 also have a good command of the German language, having lived in Berlin for 11 years.

Skills

Languages

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

Software / Technical

Microsoft Office, GIMP, WordPress, Shopify, Google Ads, Facebook Business Manager, Google Analytics, Google Search Console

References

Sampo Rouhianen, CEO, Polku Nature Tours
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Judith Finsterbusch, CEO, Wertvoll GmbH
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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