

# Jay Pitkänen, AI Content Manager

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Content Marketing Manager with 7+ years experience turning business goals into actionable content marketing initiatives. Using latest SEO tools and AI technologies, I create content marketing campaigns to increase traffic, sales and visibility while remaining budget conscious.

## Skills / Keywords

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ChatGPT, SurferSEO, Ahrefs, HTML5, CSS3, SCSS, Bootstrap, Github, Trello, Slack, Wordpress, Thrive Themes, Elementor, Generatepress, cPanel, IFTTT, Zapier, Canva, GIMP, SEO, Marketing strategy, Email automation, Product launches, Sales funnel design, Facebook ads, Google ads, Instagram ads, Copywriting, CRO, Conversion focused blog article writing, Blog strategy, Youtube video scripting, Emotional intelligence, Relationship coaching

## Professional Experience

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March 2023 - Current | Remote

### AI Content Manager

Smash Digital

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Testing and using AI tools to produce high quality SEO content on disparate topics.

- Using ChatGPT and SurferSEO to produce 5 articles weekly on difficult topics, indistinguishable from human written content.
- Ranked articles for Ahrefs KW difficulty 20 within weeks
- Managing human writers, writing article briefs
- Hiring assistant researchers for more effective GPT content generation

July 2019 - March 2023 | Remote

### Marketing Strategist

RRM Consulting

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Web development and marketing consultation for coaches and course providers.

- Migrated client from expensive and ill-equipped CMS (content management system) saving time and money (60+h/mo, \$3000/yr)
- Revised client marketing strategy for immediate 10% increase in ROA and possibility to scale
- Solved 50+ tech support tickets regarding marketing software, online teaching platforms, email automation, sales platforms, etc.
- Created marketing strategy to grow \$8M company to \$20M within 3 years
- Content marketing strategy and roadmap for dozens of small business owners to increase lead generation and sales
- Created 40+ Wordpress blog websites for coaches and service providers
- Researched and wrote positive ROI SEO blog articles and coached business owners on writing their own articles
- Set up countless shared hosting (Namecheap, Siteground, WPX Hosting) for clients
- Wrote Python scripts for web scraping (BeautifulSoup) and automation (Selenium)

September 2017 - July 2019 | Remote

## Marketing Manager

Attract With Your Energy

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Marketing manager and frontend developer for relationship coaching company.

- Blog editor: wrote weekly conversion focused coaching article for lead generation
- Created IT infrastructure to make 20+ weekly coaching sessions possible in a fully remote company travelling constantly
- Website development and paid membership site design for a clientbase of 1500 people
- Social media management of Facebook group with over 3000 active members
- Built and launched 5-figure online course product on Wordpress-based Thrive Apprentice and actively provided technical support for userbase
- Created marketing strategy and roadmap to grow company from \$150k to \$600k in 4 years

September 2015 - June 2017 | Remote

## Content Marketer

Thrive Themes

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Copywriting, sales funnels, landing pages, product design, product launches, data analysis, A/B testing, data driven blog content for Wordpress software development company.

- Wrote weekly data-driven SEO (Search Engine Optimized) articles for the Thrive Themes blog, many reaching 14000 shares and over 3000% ROI
- Recruited and lead training and development of 6 new content marketing writers
- Copywriting for landing pages, review pages and direct sales pages
- Created web content, email chains and sales funnels for multiple 6-figure product launches
- Owned main support channel for product affiliates, increased affiliate revenue by 10%
- Created 3-month internship program in Lisbon, including accommodation and catering for the duration

## Education

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2006 - 2010

**Aalto University School of Business**

## Languages

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**Finnish** (Native)

**English** (Native)

**French** (Conversational)

## Courses and Related Skills

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- freecodecamp.org - Python, Javascript, Node.js, and Django
- Pink Shark PR Weekend Course - Learned influencer marketing and public image management
- Kyle Cease Meditation Retreat - Learned acceptance, mindfulness, meditation and self-healing
- Smartblogger.com Course - 6-month course to build a blog and collect 1000 subscribers
- authorityhacker.com - Website business course, built and sold website incaseofcamping.com for \$6k after 10 months
- milesbeckler.com - Youtube channel building course. Built channel Enigmatic Man and website enigmaticman.com with a 60-day video publishing challenge