JUSSI HAGSTRÖM

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PROFESSIONAL SUMMARY

Full-stack developer and technical consultant with 25+ years of experience in web development, WordPress implementation, SEO optimization, and digital marketing. Proven track record delivering custom web solutions for diverse clients including restaurants, membership organizations, rental businesses, and B2B services. Strong expertise in WordPress/CMS development, Google Analytics, technical SEO, and social media marketing. Experienced project manager (certified PM and Scrum Master) with background at Nokia, Tieto/Tietoevry, and Fortum.

CORE COMPETENCIES

- **WordPress Development & CMS Implementation: 10+ client websites including e-commerce, membership sites, and business platforms**
- **SEO & Digital Marketing: Technical audits, on-page optimization, Google Analytics, Facebook/social media marketing, Airbnb optimization**
- **Full-Stack Web Development: PHP/MySQL, JavaScript/Node.js, React, Python, Ruby on Rails, HTML5/CSS3**
- **Server Administration: Linux (LAMP stack), Docker, cloud hosting (AWS, DigitalOcean), managed hosting solutions**
- **Project Management: Certified Project Manager and Scrum Master, agile methodologies, client workshops, technical documentation**

WORK EXPERIENCE

Independent Technical Consultant & Web Developer 2009 – 2024 | Helsinki, Finland

Provided full-stack web development, WordPress implementation, SEO optimization, and digital marketing services to diverse clients. Built and maintained 10+ production websites with ongoing support and optimization.

WordPress & CMS Projects:

- Rakennuspartio.fi – Corporate website for construction services company. Full WordPress implementation with custom theme, backend development from scratch. Performed SEO audit and optimization, improved search visibility. Discovered and resolved security issue (shadow site used for unauthorized e-commerce).
- Kromatografiaseura.fi – Finnish Chromatography Society website. WordPress CMS with member portal, event management, and publications section.
- hoghelsinki.fi – Harley Owners Group Helsinki chapter website. WordPress site with member directory, event calendar, and photo galleries.
- Huoltoauto.com – Automotive service business site. WordPress with service booking system and customer portal.

- Lähipalvelut.com (MVP) – Local services marketplace platform. Initial WordPress MVP before full SaaS development.
- wossikka.fi – Restaurant Wossikka website. WordPress with menu management, online reservations, and social media integration.
- Puolenkuun Pelit – Gaming store website maintenance and updates (consultant role).

Custom Development & Integration:

- Jalotofu.fi – Facebook app integration and custom "tofugenerator" interactive content tool.
- Reissumies – Custom text generator tool for travel content creation.
- Multiple restaurant and small business websites with custom backends and CMS systems.

SEO & Digital Marketing:

- Performed technical SEO audits for multiple clients, identifying and resolving indexing issues, improving site architecture, and implementing best practices.
- Google Analytics setup, configuration, and ongoing analysis to support client business decisions and marketing strategies.
- Marketing campaign management for Lähipalvelut.com targeting local entrepreneurs, including content creation and outreach.
- Managed vacation rental business (~2010-present) with Facebook advertising, Airbnb optimization, and SEO strategies to maximize occupancy and revenue.

Technical Infrastructure:

- Linux server administration for self-hosted client solutions (LAMP stack, caching/reverse proxy, scripting).
- Cloud-based monitoring solutions, intrusion detection systems (IDS), and security implementations.
- Docker containerization, CI/CD pipelines, and DevOps automation.

CTO & Technical Lead Lähipalvelut Suomi (Ohjelmasuomi Oy) | 2014 – 2020

- Founded and developed multi-tenant SaaS platform for local businesses from concept to production (Node.js, React, MongoDB).
- Designed and implemented system architecture, third-party integrations (payment systems, email APIs, mapping services), and deployment infrastructure.
- Led customer meetings, requirements gathering, and business development activities.

IT Consultant & Technical Project Manager Rakennuspartio Oy | 2018 – 2023

- Led web platform development and project management for construction services company.
- Implemented server infrastructure, monitoring solutions, and security measures.

Project Manager (Consultant) Nokia | 2010 – 2012

- Managed global mobile phone update software backend projects with stakeholders in Finland, Germany, and India.
- Served as Scrum Master, implementing agile practices across development teams.

Test Automation Consultant Fortum | October 2009

- Designed and implemented CI/CD test automation pipelines (Jenkins, Python, C++).

Project Manager & Software Engineer Tieto/TietoEnator (now Tietoevry) | 2001 – 2009

- Project Manager (2006-2009): Led software development projects for Nokia and Nokia Siemens Networks with teams in Finland and Czech Republic.
- Software Engineer (2001-2006): Designed and implemented development tools for telecommunications customers using Java, C++, Python, and JavaScript.

Software Engineer Nokia | 1999 – 2001

- Software development for telecommunications systems (C++, Java, JavaScript).

EDUCATION & CERTIFICATIONS

- **Master of Science (M.Sc.), Computer Science** – University of Helsinki, 2005
- **Certified Scrum Master (CSM)** – Scrum Alliance, 2008
- **Certified Project Manager** – Project Institute Finland, 2007

TECHNICAL SKILLS

Web Development & CMS:

WordPress (expert level), PHP/MySQL, JavaScript/Node.js, React, TypeScript, HTML5/CSS3, REST APIs, GraphQL

Backend & Databases:

Node.js, Python, Ruby on Rails, C++, Java, MongoDB, MySQL, PostgreSQL

DevOps & Infrastructure:

Linux administration (LAMP stack), Docker, Git, Jenkins, CI/CD pipelines, AWS (EC2, S3, RDS), DigitalOcean

SEO & Marketing:

Google Analytics, technical SEO audits, on-page optimization, Facebook advertising, social media marketing, Airbnb optimization

Project Management:

Agile/Scrum methodologies, Jira, client workshops, technical documentation, stakeholder management

LANGUAGES

Finnish (native) | English (fluent) | Swedish (fluent)