

MIKA LEPISTO

Internet Marketing Executive | SEO & Revenue Generation | Team Leadership & Development

EXECUTIVE SUMMARY

Dynamic internet marketing and digital analytics leader with over 20 years of experience in B2C and B2B industries delivering expertise in SEO, UX, e-commerce, software, and technology management. Demonstrated success propelling business growth through enhancing online presence, user retention, content, server capabilities, and project leadership. Translates complex ideas into actionable solutions with multifaceted problem-solving abilities. Highly respected for technical acumen, business sense, creativity and strategic thinking expertise. Trusted advisor who engages with diverse personnel from C-suite executives, software developers, and blue-collar workers, aligning them all under a common goal. Possesses an entrepreneurial mindset driven by efficiency, treating every decision from an owner's approach.

Industries: Travel, Automotive, Consumer Health, Food Production/Distribution, Tech, Aerospace, Creative Agencies, Online Publishers, Digital Content Creators, Real Estate, Public Figures/Political Campaigns and Public Sector

EXPERTISE

- Business Ownership & Entrepreneurship
- Team Leadership & Development
- Cross-Functional Collaboration
- Complex Problem Solving
- Key Performance Indicators
- Digital Marketing Strategy (SEM, SEO)
- P&L, Revenue Optimization
- Change Management
- Databases, Architected Infrastructures
- Executive Collaboration

PROFESSIONAL EXPERIENCE

BACKOPS MARKETING (Kailua-Kona, HI)

2003 – Present

Director of Internet Marketing, SEO & Revenue Generation

Delivering a broad array of services primarily centered around building marketing processes, analyzing marketing performance and ROI, implementing SEO and SEM campaigns, conversion rate optimization and developing project or product specs for programmers and designers.

- Knowledge in B2C, DTC, B2B, B2G and government environments, catering to diverse clients, including CVB/DMOs, major airlines, multinational organizations, and SMB across a broad spectrum of verticals.
- Managed a team of up to 20 direct reports, overseeing \$50k a month in ad spend and handling full P&L responsibility for clients.
- Directed clients' server infrastructure management, transitioning from dedicated servers to AWS and cloud computing.
- Oversaw globally distributed contractors and in-house talent for clients' needs, including developers, designers, and content creators.

Notable Achievements:

- Planned and executed the launch of a new website, generating over \$550,000 in revenue from a SEM ad campaign investment of \$2,600.
- Pitched and successfully negotiated an exclusive distributorship with a client's supplier, then created a D2C drop-ship eCommerce site resulting in a ~ 400% increase in net profit to the client.
- Conceptualized and executed SEO strategy for client's newly acquired company to sell old stock resulting in 1,857% ROI.
- Increased targeted, purchase-intent web traffic by 531% through optimizing the client's eCommerce product SEO.
- Achieved significant increases in eCPM & RPMs for web publisher clients by up to 218%.
- Increased clients' organic web traffic, achieving up to 210% increases for large sites and greater gains for smaller, poorly optimized or start-up sites.

Notable Contracts:

WASHINGTON COUNTY VISITORS' ASSOCIATION (Beaverton, OR)

2009 – 2010

Web Technology Manager

Contracted to revive a faltering project to concurrently redesign and migrate organization's website to a new CMS while additionally focusing on improving web traffic and lead generation for group meeting sales. Renegotiated project scope between organization and creative agency to successfully complete project and regain diverse industry stakeholder approval.

- Amplified web visitor traffic by 144%, enhancing the organization's digital presence.
- Spearheaded a complete website redesign and migration to a new Content Management System (CMS).
- Achieved a 67% reduction in web-related budget expenses while improving service quality.

BOOTSNALL TRAVEL NETWORK (Portland, OR)

2006 – 2008

Business Development & General Manager

Contracted to oversee the strategy and creation of a company division to launch 70 additional travel websites. Additionally responsible for sourcing new company-wide strategic travel provider partnerships, growing revenue through improved margin by renegotiating existing contracts and improving conversion rates throughout the company's diverse travel products. Directed a team of 20, including programmers, designers, and content creators, overseeing the creation, promotion, and maintenance of company web properties.

- Steered a first-year venture to profitability within 12 months, holding strategic and P&L responsibilities for 70 travel websites.
- Boosted company revenue by 27% through business development initiatives and conversion optimization strategies.

PRIOR ROLES

ALASKAN HARVEST SEAFOOD (Portland, OR)

2002 – 2006

Vice President

Responsible for directing daily operations to ensure smooth functioning across departments, managing resources effectively, and implementing strategies to improve productivity and efficiency. I provided leadership and direction to cross-functional teams, conducted performance evaluations, identified areas for process improvement, and collaborated with executive management to drive the company's operational success.

- Spearheaded the restructuring and relocation of an acquired company including real estate purchase and funding.
- Revamped logistics from a hub model to a decentralized fulfillment infrastructure, resulting in a 63% reduction in operational expenses.
- Guided the redesign of e-commerce systems and transition from a legacy order management system.

Advanced Telecom Group | Internet Sales Engineer

JP Davis & Co. | Technical Manager

C2 | E-Commerce Systems & Network Administrator

BOARD EXPERIENCE

Century 21 Toma Partners | Board Chairman, Board Member

2022 – Present

EDUCATION

Vancouver Film School (Vancouver, BC) | Power Animator, Computer Special Effects

Portland Community College (Portland, OR) | Mechanical Engineering & Drafting

Benson Polytechnic (Portland, OR) | Honors Graduate, Mechanical Engineering

ORGANIZATIONS

American Management Association | Member

National Communication Association | Member