

Marja Konttinen

CURRICULUM VITAE

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Moby Games CV: <http://www.mobygames.com/developer/sheet/view/developerId.237558/>
Discogs CV: <https://www.discogs.com/artist/2128080-Marja-Konttinen>

Work Experience

09/2017 – present flaregames - Karlsruhe, Germany **Head of Brand Management**

Leading a team of 8, working on games from external developer created accelerator games to full live ops internal studio titles. Building best practices and processes, creating and further developing brands, and having an overview on the marketing efforts of our portfolio titles. Focus on market research, data driven creative decisions and portfolio thinking.

12/2015 – 07/2017 Lightneer - Helsinki, Finland **Chief Marketing Officer**

Leading the marketing efforts on Lightneer company brand and strategy, and as first game product started taking shape, on the product branding and positioning, and its unique go to market strategy. Leading marketing activities, presentations, planning and setting up KPIs through the seed funding phase of the startup, and establishing the marcom team as company evolved and expanded. Setting up tools and processes, and setting up the community, appstore presences and ASO deliverables, responsible for PR briefings and influencer collaborations.

Key role: Brand marketing strategy and evolution through eco system thinking starting from building a brand, setting up the processes and presences, evolving into a full Intellectual Property.

08/2015 - presentVAU Company, Tampere, Finland **Co-Founder**

One of the four co-founders of visual automation startup VAU that specialises in automating and streamlining video content production.

04/11-01/2015 Rovio Entertainment Ltd. - Helsinki, Finland **Marketing Director and New Business Development**

Directing, managing and building relationships and accounts of key brand partners of Angry Birds as business development and marketing director. Running and overseeing brand promotions and major campaigns on global and local level ranging from retail to educational and commercial campaigns, such as NASA, Barnes & Noble, Fazer, Samsung and Fox.

Responsible for developing and managing various Angry Birds IP's marketing planning, budgeting and KPI setting across, games, books and animation and merchandising.

Launch new Angry Birds games with Rovio style creativity, and develop and maintain marketing roadmaps for game updates and key marketing beats.

Work closely with social media team, UA team and brand office to ensure best possible digital and social marketing execution.

08/09-04/11 Isobar Global - Helsinki, Finland / London, UK **Senior Account Manager**

Programme and key account management for global digital marketing campaigns for Nokia's own, bought and earned media, but especially for engagement and social media. Global

coordination for Isobar offices working on the account such as Glue, Farfar, White Sheep and Molecular.

Global coordination, key account management, planning, concept development, briefing, budgeting, training

**08/08-present de-construct, Isobar network – Amsterdam, The Netherlands
Project manager**

Working as project manager for one of the most important creative agencies in Europe for clients such as adidas football, Nokia, Tommy Hilfiger, Discovery Channel, SCA.

Planning, project management, budgeting, costing, resourcing, interaction and information design, concept development, account management

**04/08-06/08 D-Labs – Berlin, Germany
Interaction Designer (IA, UX designer)**

Concepting and designing interaction, user interfaces and visual user experience for customers such as SAP.

**07/07-02/08 Børsen Forum – Copenhagen, Denmark
eLearning Developer**

Producing eLearning video tutorials for Microsoft Office 2007 products as the team lead for the Finnish market.

**09/06-07/07 Microsoft – Copenhagen, Denmark
User Experience Visual Designer Intern**

A year of interning at Microsoft Dynamics user experience team. Microsoft Dynamics is a software family for business use and it was completely redesigned by using user research, personas and visual user experience design. Graphic and identity design, user interface design for web and software, information and interaction design, user research.

**09/04-07/05 Eidos Interactive / IO Interactive – Copenhagen, Denmark
Quality Assurance Technician**

De-bugging and reviewing game elements and gameplay of AAA console game Hitman Bloodmoney.

**2001-2004 Rockadillo Records / Production & Zen Master Publishing –
Tampere, Finland
Sales and marketing, graphic design**

Working in the Finnish music industry with international jazz, world music and folk artists. Sales, promotion, marketing, management, graphic and web design, personal assistant.

Organisations and volunteering

Board member

Rival Games, 2016 – present

Board member

ERTO Federation of Special Service and Clerical Employees, 2015 – present

Chairman of the board

IT Professionals members association, 2015-2016

Volunteer

Slush Finland, 2014

Conference helper

Nielsen Norman Group UX Conference – Amsterdam, The Netherlands, 2008

Community manager

Social media management for various music bands, including Hexvessel and Beastmilk

Junior Consultant for Innovation

Zentropa Workz, Denmark 2007

Education**09/2014- University of Tampere, Finland****Master's Degree Programme in Internet and Game Studies (135 ECTS)**

Academic research on digital games and interactive media.

2014 Aalto University, Helsinki**Game Executive Program**

Leadership and commercial skills for gaming companies

08/05-06/07 Hyper Island, Karlskrona, Sweden**Diploma in digital media (135 ECTS / 2 years)**

Major in project management and graphic design in new media

08/03-05/07 Tampere University of Applied Sciences, Finland**Bachelor of arts, Media artist in media producing & project management (240**

ETCS / 4 years)

Final thesis "Meaning of Sound Design for the User Experience in Software Applications" graded as excellent. Thesis was made in co operation with Microsoft Dynamics

Autumn 2006 Copenhagen University

Guest student (15 ECTS) for pilot project "Practical Innovation"

2001-2002 Apprenticeship contract at Zen Master Publishing, Finland

Further Vocational Qualification studies for media assistant diploma in multimedia

2000-2001 Tampere Open University

Studies in information science & history

1998-2001 Tampere Arts-oriented Senior School / Gymnasium, Finland

Matriculation examination of Finnish GCSE/A-Levels, excellent grades