

HENRI RANTANEN

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CURRICULUM VITAE

7.3.24

PROFESSIONAL PROFILE

Professional Shit-Figure-Outer. Engineer & Maker. VR enthusiast and VTuber fueled by curiosity & creativity. Multi-talented, platform-independent, digital native maker with attention to detail.

Specialized in AI, analytics, embedded systems, web technologies, content creation, and online marketing. AV and Home Cinema enthusiast with skills related to graphics, 3D, audio, and virtual reality.

Trained medical electronics engineer with skills to design and build everything from the hardware level to the user interface and content. Based in the Helsinki area.

CORE SKILLS



IT skills

Windows, Linux, and Macintosh systems, not afraid of the command line.

Familiar with robotics, networking and security, LAMP-hosting, machine learning, machine vision, and camera technologies.

- Google Marketing and Analytics stacks
- Python ▶ PyTorch / TensorFlow ▶ OpenAI's Tools and APIs
- Blender ▶ Unity ▶ Substance Painter ▶ VRChat SDK ▶ VNyan
- PHP ▶ SQL ▶ HTML ▶ JavaScript ▶ CSS
- C/C++ ▶ Flowcode
- Java ▶ Visual Basic

Audio-visual skills

An eye for graphic design, that can be utilized for the design of beautiful websites, mechanical parts, circuit boards, 3D modelling, and photo/video production.

Home cinema enthusiast who has worked a lot with technologies like:

- High bandwidth digital video
- Digital multi-channel audio and DSP
- Virtual Reality and AR
- Can take things like acoustics and human perception into account

Familiar with video production as a YouTuber.

Electronics skills

Design and assembly of electronics, circuit boards, and assemblies up to complete prototypes. Reliable soldering and rework of small SMD components. Can optimize for the most manufacturing techniques and 3D printing. Developing software for microcontrollers.

Handicrafts & DIY skills

Skillful use of metal- and woodworking hand- and power tools along with CNC, for example:

- 3D-printers
- Vinyl cutters and plotters
- PCB milling machines
- Laser cutting and engraving

Hobbies include home renovation and a lot of DIY projects.

CAREER SUMMARY

2/2022 – Orange Advertising Oy
Head of AI and Analytics

Overview

Orange Advertising Oy stands as a premier full-service advertising agency, seamlessly integrating digital innovation with traditional marketing across all media platforms.

Key responsibilities

- Leading the agency's AI transition to enhance efficiency and strategies
- Serving as the technical leader for the digital marketing team
- Educating clients and colleagues on AI and analytics for strategic advantage
- Designing analytics architectures, KPIs, and conducting workshops
- Executing website audits and keyword research for optimization and advertising
- Developing proprietary AI tools with OpenAI's APIs
- Implementing web and app measurement frameworks

Key achievements

- Developed analytics infrastructure for a multinational energy company with 10+ brands
- Led digital strategy and implementation of a politician's (successful) reelection campaign
- Built the company website, WordPress theme and CRM integrations (orangead.fi)

12/2019 – 1/2022 Kiva Helsinki Oy
Senior Measurement Consultant

Overview

Kiva Helsinki is a digital marketing agency that bases its work on heavy implementation of analytics and data-driven decision making. Works with Google marketing suite.

Key responsibilities

- Make the complex nature of digital marketing understandable for clients.
- Support colleagues with their client's technical issues.
- Work in the field as an on-site consultant.
- Basic hands-on digital advertising work, including SEO, analytics, and workshops.
- Advanced search engine optimization, conversion optimization and AB-testing.
- Monthly reporting to clients and ad-hoc data analysis on demand.
- Design of client projects and ad-tech systems design.
- Tag management and implementing custom tracking solutions.
- Collecting data and teaching the AI-based automated bid- and ad targeting algorithms.
- Installation and maintenance of corporate analytics and consent management tools.
- Being the go-to person for everything WordPress related.
- Optimizing and designing internal company processes and workflows.
- Preparing technical supporting materials for the sales team.

Key achievements

- Over 90% customer retention rate over the 2 years, with company NPS of 92.
- Designed and built enterprise analytics for 2 large multi-national companies.
- Managed DV360 programmatic ad campaigns with an annual spend of 300 k€.
- Created the company WordPress website, theme, and plugins (www.kiva.fi).

10/2016 – Present Argnode Oy
Founder & CEO

Overview

Running a small over-the-mail tool rental company as a hobby.
All tasks, including management, accounting, and creating the required financial statements.

10/2016 – 12/2019

Solteq Oyj
Digital Marketing consultant

Overview

Solteq is a multinational IT-services company focused on software and digital commerce. The company has a unit for digital marketing services and another one for robotics development.

Key responsibilities

- Use of Google marketing tools to improve the digital business of clients.
- All digital marketing tasks, including analytics, SEO, CRO, AB-testing.
- Managed the company's HubSpot based website in 5 languages.

Key achievements

- Managed a large Google Ads account with a yearly spend of >1 million euros.
- Developed multiple internal software tools.
- Created a hardware product. Worked briefly in the robotics unit to solve hardware tasks. The job required systems design, drawing schematics, PCB design, programming and building a few prototypes by hand before production could be set up.

08/2016

Stream Industries Oy
ICT-technician

Overview

Stream Industries is a customer service-centric building services company focused on the design and installation of electrical, audio and lighting systems.

Key responsibilities

- Worked full time in my friend's company while between jobs.
- Installing IT and audio gear, electrical design and configuration.
- Various marketing and component related sales-related tasks.
- Most of the time was spent in the field installing and maintaining hospital gear, for example, patient monitoring systems and DECT systems.

04/2011 – 09/2016

Leditalo Oy
Technical support and product safety

Overview

Everything technical related in 2-person LED-importer company. Daily IT operations and responsible for the website. Safety testing the China-made products for electrical and mechanical safety. Exhibitor in multiple 'Habitare' trade shows.

05/2015 – 01/2016

Nordic Drones Oy
PCB Designer

Overview

Freelance work of designing multilayer circuit boards for the company's drone systems. Their products are mostly used by professionals and the government for aerial photography and mapping.

09/2010 – 05/2011

UniQue Electronics Ny
Founder, CEO, Electronics designer

Overview

Starting and running a limited liability company as a school project. Part of Nuori Yrittäjyys ry's 'year as an entrepreneur' program, where the students set up a company that operates using real money. Unique Electronics did custom electronics design and assembly for consumers and companies alike. The main product was a super-light programmable digital LED controller for radio-controlled vehicles.

Key achievements

The company's digital light controllers were used by the RC-aerobatics group Flying Circus in 2009 TV-program 'Talent Suomi'.

05/2009 – 05/2010

RC Jyväskylä Oy
Store worker

Overview

Part-time job, the sale and maintenance of radio-controlled cars, boats, planes, and helicopters. Exhibitor in 'Vapaa-aika 2010' trade show.

Summer 2008

Paavontien TV-Huolto Oy

Service Technician

Overview

Service of appliances like CRT-televisions, radios, VCR-recorders, amplifiers, and computers. Sale of consumer electronics and keep up of the store.

Summer 2004 and 2006

Teatteri Lumpero Ry

Audio technician

Overview

Assembly, disassembly, and configuration of the sound system during multiple outdoor theatre productions. Live mixing the audio during the show.

LANGUAGE SKILLS



Finnish	Native / bilingual proficiency
English	Full professional proficiency ¹
Swedish	Limited working proficiency
German	Elementary proficiency

¹ Large technology-related vocabulary

EDUCATION



Blue Skies Pilot Academy

Private Pilot, Single Engine Piston (SEP)

Flying with single-piston engine airplanes like Cessna C150 and Piper PA28 as a hobby.

Metropolia University of Applied Sciences

Bachelor of Engineering (BE)

Medical electronics engineer

JAMK University of Applied Sciences, 51/240 op

Bachelor of Engineering (B.E.)

Computer Software Engineering

GRADIA Jyväskylä Educational Consortium

Vocational Qualification

Electronics and Information Technology

QUALIFICATIONS



See a full and up-to-date list of qualifications and certifications:
[linkedin.com/in/nerdaxic](https://www.linkedin.com/in/nerdaxic)

Online marketing certificates

- Google Analytics Individual Qualification (GAIQ)
- Google Ads Individual Qualification
- Google Ads Video Certification
- Google Ads Mobile Certification
- Google Ads Display Certification
- Google Ads Search Certification
- HubSpot Inbound Certification

EA1 First Aid

Suomen Punainen Risti

Responsible Director of Nuclear Safety

Säteilyturvakeskus

SFS 6002 Electrical Safety

Henkilö- ja yritysarviointi SETI Oy

Occupational Safety Card

Työturvallisuuskeskus

Hot Work Licence

Suomen Pelastusalan Keskusjärjestö

Driver's licence (B) and EcoDriving-training

Autokoulu Koljander Oy / Traficom

ADDITIONAL INFO

ACHIEVEMENTS



- National Silver medal in World Skills 2011 competition: Electronics skills (602)
- Head developer of the LiveLight-project
- An open-source dynamic bias lighting for PC and home cinema applications
- Built a functional, digitally controlled Tesla Coil (DRSSTC)
- YouTube Partner and Twitch Affiliate
- Built self-hosted wireless home automation system with Home Assistant
- Self-host locally the alternatives for Google Calendar, contacts sync and Dropbox
- Built a private ai voice assistant with Python to control smart home
- Finished Private Pilot training with a Cessna C-150

HOBBIES AND INTERESTS



- AI
- Computer science
- Electronics
- Programming
- Aviation
- HiFi and cinema
- LED-lighting
- Cars
- WordPress
- Cryptocurrencies
- 3D Art
- Virtual reality
- Fitness-technology and bioanalytics
- Photography and image processing
- Video production
- Gym
- Road cycling
- Swimming
- Video games
- Smart Home and IoT
- Radio-controlled vehicles
- DIY and 3D-printing
- Twitch

PERSONALITY

Efficient, cool, logical, calm, creative, productive, and lazy in a creative way. Solid problem-solving skills with a wide variety of technical solutions. Dedication to work with good attention to detail. Trying to optimize and automate tasks as much as possible.

Continuous self-improvement as a way of life. It's fine to put a lot of effort in for today so tomorrow will be easier. Always looking for things and relationships that last.

Respect the time of others and value your own time.
Allegedly great but weird humor.

Have been called a "bio-robot" more than once.

SOCIAL MEDIA

LinkedIn [linkedin.com/in/nerdaxic](https://www.linkedin.com/in/nerdaxic)
Twitter twitter.com/nerdaxic/
YouTube [youtube.com/nerdaxic](https://www.youtube.com/nerdaxic)
Reddit [reddit.com/user/nerdaxic/posts](https://www.reddit.com/user/nerdaxic/posts)
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