



Mikael Kytönen

Personal Resume

Super Pioneer of Digital Marketing

CONTACT INFORMATION

Name: Mikael Kytönen
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Some: @mikaelkytonen

MIKAEL KYTÖNEN

My current workplace is my own consulting company under my name, and my current remote workplace is located in Torrevieja, in the province of Valencia on the Costa Blanca coast of Spain.

I am one of Finland's most experienced digital marketing professionals, having produced and developed online services for several hundred companies and also developed and branded my own online services. In recent years, I have worked as a digital consultant.

I have also served as a member of teams designing clients' online services and have been responsible for campaign implementation, scheduling, budget tracking, research, and post-campaign activities.

My clients have ranged from small businesses to large corporations. Almost without exception, these campaigns have been executed in a way that exceeded the sales and profit goals set by the clients while keeping marketing costs within budget.

I also have extensive experience across various industries and ample experience in social media and marketing for new businesses. Currently, I coach companies using the Flywheel method and also build a functional concept around them.

WORK EXPERIENCE

- Consulting (digital media and marketing) over 20 years
- Internet (web designer, web developer, web producer) over 25 years
- Entrepreneurship (logo design, web companies, and services) over 30 years
- Full entrepreneurial life (still much to offer) over 50 years

SOCIAL MEDIA

You can find me extensively across social media platforms under my name Mikael Kytönen and the handle @mikaelkytonen (LinkedIn, X (Twitter), Facebook, Instagram, Pinterest, Quora, YouTube, TikTok, Tumblr, Google). For more information, visit my website.

SKILLS AND STRENGTHS

Consulting Services

- Strategies and Tactics
- Processes and Projects
- Channels and Resources
- Coachings and Trainings

Website Services

- Digital Strategies
- Corporate Brands and Logos
- Websites and Online Stores
- Maintenance and Marketing

Content Services

- Company Presentations
- Service Descriptions
- Product Descriptions
- Content Productions

SOCIAL INFORMATION AND HISTORY

- I am single, meaning I am a bachelor, and I do not have any children.
- I have a degree in Business Administration (Kouvola Institute of Business and Foreign Trade 1987).
- In terms of military rank, I am a gunner (signalman and radio car driver) in the Karelian Artillery Regiment 1988, and I have an ABC driving license (BCe) from 1988. I do not own a car.
- I am highly interested in information technology, renewable energy technologies, astronomy, as well as other scientific disciplines and history.
- My greatest passion lies in motorsports. I raced in karting for almost 22 years, competing alongside F1 champions in my early years and even racing against Kimi Räikkönen in senior competitions.
- I am very connected to nature and live appreciating and conserving it.
- I particularly enjoy traditions and antiquity.

WORK HISTORY

Senior IT, Producer & Consultant

Mikael Kytönen Ltd.

1995/01 – Present

ICT, Designer & Consultant

Osuuspankkikeskus (OP Financial Group)

2007/01 -2007/05

IT, Producer

CGM.XM (Bates Ltd.)

2000/11 – 2001/05

IT, Producer

Mainostoimisto AC-mainos Ltd.

2000/01 – 2000/12

CEO, Storekeeper

Silk Fashion T&T Ltd.

1995/01 – 2000/04

Sold in 2000

CEO, IT, Producer

WebStudio Finland Ltd. (Operation sold in 1999 Soprano Ltd.)

1996/04 – 1999/12

CEO, Graphic Designer

LogoStudio

1994/01 – 1996/11

March 20, 2024 in Kouvola, Finland



MIKAEL KYTÖNEN

Digital Partner