

# Roope Hakanpää

roope@roopehakanpaa.fi · Tampere, Finland

## PROFESSIONAL SUMMARY

Marketing, e-commerce and communications specialist with 7+ years of experience in marketplace analytics, merchandising, SEO, pricing, customer insights, content, and digital performance reporting. Managed and optimised 100+ product categories, built pricing and reporting systems supporting growth from 6 to 850+ retail locations, and developed data-driven improvements across search, listings, conversion, and customer journeys. Background combines private-sector marketplace operations with government research in audience behaviour, risk communication, visualisation, and user-centred information design.

## CORE COMPETENCIES

**E-commerce & Merchandising:** Marketplace Management · Product Taxonomy · Category Optimisation · Product Information Management · Digital Storefronts · Listing Experience · Product Content · Conversion Analysis

**Marketing & Customer Insights:** Marketing Analytics · Customer Segmentation · Audience Analysis · Campaign Performance · A/B Testing · User Behaviour · Customer Feedback · Conversion Rate Optimisation

**SEO & Content:** SEO Strategy · Search Optimisation · Content Strategy · Product Titles · Category Descriptions · Listing Guidance · Visual Communication · Brand Consistency

**Pricing & Performance Analytics:** Pricing Analytics · Market Analysis · Demand Trends · Product Valuation · KPI Development · Dashboard Reporting · Inventory Optimisation · Partner Performance

## WORK EXPERIENCE

### Lead Data Analyst - E-commerce, Merchandising & Marketing Analytics

SidelineSwap | Remote | 2020 – Present

- Managed and optimised 100+ product categories through taxonomy, product classification, search optimisation, content management, and marketplace presentation.
- Improved product visibility by 40 percent and sales conversion by 38 percent through category optimisation, search improvements, and product-information refinement.
- Designed pricing, product-value, and inventory optimisation systems supporting growth from 6 to 850+ retail locations and 500+ trade-in events.
- Analysed customer behaviour, listing completion, search activity, feedback, and transaction outcomes to improve listing and buying journeys.
- Built 40+ marketing, merchandising, partner, and marketplace dashboards, reducing recurring reporting timelines from multiple weeks to less than one day.
- Collaborated with product, engineering, marketing, customer support, and 25+ external partners to define content, platform, reporting, and merchandising improvements.

### Research Assistant - Communication, Social Science & Decision Support

US Department of Commerce – National Oceanic and Atmospheric Administration

Cooperative Institute for Severe and High-Impact Weather Research and Operations

Oklahoma Climatological Survey | Oklahoma City, United States | 2017 – 2021

- Conducted behavioural and communication research on how users interpret probability, uncertainty, urgency, and risk, informing systems used across 122 National Weather Service offices.

- Built visualisations, research products, briefing materials, and training content that translated complex geospatial and probabilistic information for technical and non-technical audiences.
  - Collaborated with forecasters, emergency managers, researchers, developers, and public-safety stakeholders to evaluate user needs, interface design, message wording, and information usability.
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## EDUCATION

**Master of Arts – Communication** | University of Oklahoma | 2019 – 2021 |

Advanced Statistical Methods · Quantitative Research Methods · Data Analytics & Visualisation · Cognitive Information Processing

**Bachelor of Arts – Communication** | University of Oklahoma | 2015 – 2019 |

Applied Mathematics · Risk & Crisis Communication · Intercultural Communication

**Bachelor of Science – Meteorology** | University of Oklahoma | 2015 – 2018 |

Boundary Layer Data Assimilation · Statistical Data Modelling · Numerical Forecasting

· Spatiotemporal Data Assimilation

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## TECHNICAL SKILLS

**E-commerce & Marketing Platforms:** Marketplace Administration Tools · Digital Storefront Platforms · Content Management Systems · Iterable · SEO Tools and Methods

**Analytics & Reporting:** Power BI · Metabase · Tableau · Google Data Studio · Excel (Advanced) · DAX

**Data & Customer Analysis:** SQL (Advanced) · Python · R · SPSS · Pandas · NumPy · A/B Testing · Customer Segmentation

**Pricing & Merchandising Systems:** Pricing Algorithms · Product Information Management · Product Taxonomy · Category Analysis · Inventory Optimisation · Conversion Analysis

**Web & Content Development:** HTML · CSS · Next.js · Supabase · Vercel · RESTful APIs · Git

**Design & Communication Tools:** Adobe Creative Suite · Photoshop · Illustrator · InDesign · Lightroom · Premiere Pro · PowerPoint

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## LANGUAGES

**English** – Native

**Finnish** – C1

**French** – C2

**Italian** – B1