



ILMARI IHALAINEN

WHO?

I am an independent AI-native growth marketing professional.

AI-native in marketing means that I use AI as a tool to accelerate, automate and enhance marketing tasks such as Paid UA, CRM and data analysis as well as being independent of developers when it comes to testing the likes of a landing page or a web funnel.

I would describe myself as semi-technical. I can work with Unity and Git and as of late also building tools with Claude Code.

Most of my experience is with B2C businesses. I am adept at working as a full stack end to end marketer for smaller teams as I have a graphical background.

I make most of my decisions by balancing quantitative data with qualitative user insights.

SOFTWARE & TOOL EXPERIENCE

TikTok-, Meta-, Reddit-, X- and Google Ads, Brevo, HubSpot, GA4, GTM, Tableau, AppsFlyer, Adobe Creative Suite, App Store, Play Store (ASO), WordPress, Claude Code, Cursor, Git, Unity

LANGUAGES

Finnish - Native
English - Professional

CONTACT INFO

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WORK EXPERIENCE

4 years and 10 months total

Bitmagic Oy

06.2025-10.2026

Growth Marketing Lead

- Full ownership of marketing at a web-based AI gaming startup
- Managed paid UA (Meta, Google, X, Reddit, TikTok)
- Partnered with product and engineering teams to improve product through identifying and resolving funnel bottlenecks with data analysis and A/B tests. Implemented event tracking systems (GTM, GA4), and used the data to validate effects of UX/UI tests, landing page tests and monetisation tests, resulting in a better conversion rate and product growth.

Analysis > Hypothesis > Test > Validation

- Built an in-house marketing tool using BigQuery that combines all marketing data to help with informed decisions for paid acquisition, as well as detecting mid-funnel friction points in the user journey (Using multiple data sources to validate paid UA numbers + funnel graphs)
- Owned the rest of the marketing stack: social media, CRM, community management, graphics + video, media buying, vibe coding, SEO/GEO
- More examples of my AI Marketing use cases: ilmariihalainen.com/ai

Sulake Oy

09.2023-06.2025

Growth Marketing Specialist → Growth Marketing Manager

- Independently managed and optimised UA campaigns for two mobile games (Habbo Hotel, Hotel Hideaway) across TikTok, Google, and Meta
- Achieved Sulake's highest-performing ROAS-positive UA year on seven-figure budget in 2024 and co-authored [TikTok case study](#) on scaling growth
- Led product launch marketing for Habbo Hotel Origins (2024)
- Analysed attribution via Tableau, AppsFlyer, and native store analytics to drive long-term growth and profitability decisions
- Solo sourced paid UA: end to end produced ad videos, images, copy, and in-game visual assets on top of managing media buying operations
- Owned Sulake ASO: A/B tested store graphics, copywriting and icons to maximise conversions and discoverability
- Promoted to manager role after 15 months

Marketing Artist

01.2022-09.2023

- Created graphics using Unity, Blender, and Adobe Creative Suite to transform game content into promotional art for campaigns, seasonal events and collabs
- Developed App Store visuals and UA video creatives, leading to transition into user acquisition management



EDUCATION

Master of Business Administration

2025-

Business Informatics. Metropolia University of Applied Sciences

- Blended studies program during evenings and weekends
- Data analytics, CRM, AI, digital strategy and business development

Bachelor of Business Administration

2016-2021

Information Technology. South-Eastern Finland University of Applied Sciences

- Fundamentals of programming: Typescript, C#, SQL, game development (Unity & Unreal), 3D modeling, video event production and graphic design