

TIMO HYPPÖNEN

Website & Ecommerce Manager | Digital Operations

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PROFESSIONAL SUMMARY

Commercially minded technical specialist with more than eight years of experience building websites and digital solutions. Combines international ecommerce ownership with hands-on Shopify, WooCommerce, WordPress, analytics, integrations and process development.

PROFESSIONAL EXPERIENCE

SUPACAZ

Jul 2026 - Present

Website & E-commerce Manager

- Lead website and ecommerce performance across international B2C, B2B, EU B2B and distributor platforms.
- Drive revenue, conversion, traffic and storefront priorities while maintaining technical SEO, speed, reliability and catalog quality.
- Combine strategic prioritization with hands-on Shopify Liquid, WordPress/WooCommerce, UX, catalog operations, QA and technical troubleshooting.
- Oversee workflows connecting ecommerce, inventory, payments, logistics and fulfilment, coordinating internal teams and external partners.

SUPACAZ

Apr 2026 - Jun 2026

Web Operations & E-commerce Specialist

- Supported the WooCommerce-to-Shopify migration, including product structure, redirects, checkout readiness, fulfilment routing and launch QA.
- Led catalog quality control across 500+ products and built practical tools for product QA and operational automation.
- Improved B2B storefront performance: mobile Lighthouse 64 to 87, desktop 77 to 98, and page weight from about 5.8 MB to under 1 MB.

SCANIA TAIWAN

Feb 2026 - Jun 2026

Operations Data Analyst - Master's Thesis Project

- Analyzed 877 vehicle orders across the order-to-delivery process and developed KPI dashboards, value-stream maps and bottleneck analysis.
- Combined data structuring, process mapping and stakeholder interviews into recommendations for lead-time and flow improvement.

KUKKAISELÄMÄÄ / INDEPENDENT CLIENTS

2017 - Present

Independent Web & Ecommerce Developer (part-time)

- Built and maintain WooCommerce and WordPress sites including Kukkaiselämää, ValmennusHH and URR-Säätiö.
- Develop content, newsletters, analytics, reporting automation, SEO, performance and practical technical improvements.

STORA ENSO

May 2025 - Sep 2025

Supply Chain & Customer Service Specialist

- Coordinated international orders, inventory, production and shipments using SAP, Salesforce CRM and Fenix ERP.

ETEX GROUP

Jan 2025 - May 2025

Warehouse & Ecommerce Operations Assistant

- Managed inventory, product photography, international listings and fulfilment for industrial automation equipment.

FINNSEMENTTI

2025

Selected Lean Process Improvement Project

- Conducted Value Stream Mapping and Kaizen analysis and developed standard work instructions.

EDUCATION

University of Jyväskylä

2026–2028

M.Sc. Economics and Business Administration, Information Systems (part-time)

LUT University

2024–2026

M.Sc. Industrial Engineering and Management — Supply Chain & Operations Management

Metropolia University of Applied Sciences

2020–2024

B.Eng. Information and Communications Technology — Software Engineering

CORE SKILLS

Platforms & Development: Shopify, Liquid, WooCommerce, WordPress, PHP, HTML, CSS, JavaScript, REST APIs, Git

Growth & Analytics: GA4, Google Tag Manager, Search Console, Shopify Analytics, technical SEO, CRO, Core Web Vitals, Lighthouse, KPI reporting

Commerce Systems: Cin7 Core, catalog and SKU/variant management, Airwallex, Mailchimp, ERP, inventory, payment and fulfilment workflows

Data & Process: Excel, Power BI, Python, SAP, Salesforce CRM, Value Stream Mapping, Lean, business process improvement

SELECTED PUBLICATIONS

Developing a KPI dashboard for order-to-delivery performance management in a global automotive industry case company | LUT University, 2026

Utilization of Player Data in Dynamic Game Difficulty Balancing | Metropolia UAS, 2024

LANGUAGES, CERTIFICATIONS & LEADERSHIP

Languages: Finnish (native), English (C2), German (intermediate), Swedish (intermediate), Mandarin Chinese (elementary)

Certifications: Google Analytics (valid Jun 2027), Google Ads Display, Lean Six Sigma Green Belt Theory

Leadership: Finnish Defence Forces — NCO and group leader, Telecommunications Unit