

Reko Mäkelä

Product lead for AI-agent development, search and UX

Helsinki, Finland reko.makela@gmail.com linkedin.com/in/reko-makela github.com/rekomakela

In brief

Reko Mäkelä is a product lead who designs the service, sets the limits for AI agents and checks what they build.

Since 2021: search visibility, analytics and conversion for Terveystalo's website.

Results

- **Copilot agents for marketing tasks.** Microsoft 365 Copilot agents for the Airtable task list and Piwik PRO analytics, without a paid licence. Colleagues use the same instructions. May 2026
- **AI agent for campaign tracking links.** Creates tracking codes for campaign links from an approved list. It is the team's standard for internal links. The homepage promotion links were fixed with it the same day. Aug 2026
- **AI-assisted SEO and a workshop.** A way to do SEO with AI, based on Semrush and Search Console data. Reko taught it to colleagues in a hands-on workshop. Sep 2026
- **Digital sales expert agent (Copilot Studio).** Answers questions from an agreed knowledge base, asks for approval before changing work systems, and is tested. Agents wrote the code under Reko's direction. Oct 2026
- **Hintapiste.fi: a service built by agents.** From July to October 2026, over 1,100 code changes made by agents passed the tests. Reko designed the system and approved the changes. The number shows the pace of work, not users or sales. Oct 2026
- **Booking prompt test on service pages.** A lighter prompt to book. More visitors went on to see free appointments.
- **Advertising based on free appointments.** Data on free appointments reaches the advertising daily. No extra ads for locations or specialties without suitable times.

Work experience

Personal project: Hintapiste.fi

Jul 2026 – present

Price comparison service built by AI agents · Helsinki

- Designed how Codex and Claude Code agents work in parallel: a coordinator hands out the work and a scheduler keeps usage within limits.
 - Built short work instructions for the agents and a shared task list (Beads) that shows which tasks wait on others.
 - Set up the work so that every change is tested in 69 steps before release and a release can be rolled back.
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Terveystalo

May 2024 – present

Digital Sales Specialist · Helsinki / hybrid

- Combine Google Search Console, Piwik PRO and content findings to identify and prioritise what to improve.
 - Develop reporting models and templates that make the site's development needs visible and decisions easier.
 - Build AI-assisted workflows to support analysis, content work and quality assurance.
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Terveystalo

Sep 2022–Apr 2024

SEO Specialist / Digital Marketing Specialist · Helsinki / hybrid

- Developed service pages and health content so they would show up better in search.
 - Planned and ran Google Ads search advertising and Meta advertising.
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Terveystalo

Sep 2021–Aug 2022

SEO and digital marketing development · Helsinki / hybrid

- Analysed search demand and site performance to identify what to improve.
 - Developed service pages and user journeys for search visibility and conversion.
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Independent work

Jan 2018–Aug 2021

Affiliate marketing and SEO consulting · Finland

- Started using generative AI for content and SEO work in 2021 (Frase AI Writer beta tester, Jarvis/Jasper).
 - Developed digital marketing from search demand, content strategy and commercial search intent.
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Selected projects

Hintapiste.fi

Price comparison built solo with AI agents.

Tools for steering agents

Tools for steering software work done by agents. Every step leaves a result you can check.

Searchint Workbench

Workbench for SEO, conversion and UX work on a large healthcare website: search data, analytics and page findings side by side.

Signum Decoder

AI reads an ad the way a semiotician does: what the ad shows and what it tries to make the viewer believe.

Tools

- **AI and agents:** Claude Code, Codex, ChatGPT, Microsoft 365 Copilot, Copilot Studio, MCP, local LLMs
- **Marketing and analytics:** Google Search Console, Semrush, SE Ranking, Piwik PRO, STAT, Google Ads, Meta advertising, Airtable
- **Data and code (agent-written):** Python, TypeScript, Rust, DuckDB, SQLite, Parquet, LanceDB

Languages

- Finnish, native
- English, professional working proficiency