



Pekka Nikolaus Gaiser

Born in 1980 in Helsinki
In Germany from 1983

Location:

Lanzarote, Canary
Islands (Spain, EU)

Looking for:

Long-term remote
contract work with a
fixed weekly time budget
and individual
projects

Languages:

English (near native)
German (native)
Finnish (native)
Spanish (decent)

PEKKA GAISER

Creative Mind · Web Developer · Online Communicator

Since 2001

Contractor with advertising agencies, media companies, and business clients

Web Development: development projects big and small, websites and web applications built with PHP, JS, WordPress, Laravel, Filament; Webmaster work (server administration, email, DNS)

Creative Communication: Brand and content strategy, design guidelines, print and digital design, content creation, copywriting

Online Marketing: advertising campaigns, SEO, web analytics, social media strategies, customer journey & interface design

2024 - 2025

Marketing & Digital coordinator

TOPAS GmbH, Mössingen, Germany (remote)

Key Responsibilities: Led re-branding and packaging relaunch for supermarket channels; implemented AI and Adobe Express workflows in the marketing department; Facebook/IG ad campaign with geotargeting for product listing launch at Rewe and Edeka stores; re-designed the trade show booth with 3D; managed a distributed, remote marketing team; created a documentation system for the department

2011 - 2024

Art Director, Webmaster, Marketing assistant, Marketing consultant TOPAS GmbH (hybrid)

Key Responsibilities: Managed and operated entire digital presence; planned and executed seasonal online campaigns on FB, IG, YouTube; developed and monitored design guidelines; video editing; branding + packaging design

2009 - 2011

Web Developer

NetCologne, Cologne, Germany

PHP programming for Cologne's official city portal, koeln.de: Developed a filterable live event map that aggregates, caches, and renders event data from multiple sources.

2007 - 2011

„Mehr Spass am Computer“ Cologne, Germany

Mobile, bicycle-based on-site computer service in the Cologne area, a side project

2000 - 2011

Junior Web Developer KAI Consulting, London

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technologies I currently use

Web Development

Extensive experience and in-depth knowledge: **PHP, HTML, JavaScript, CSS**, CSS preprocessors (**LESS**, etc.).

15+ years with **WordPress** including troubleshooting, theme and plugin development

Web application development: **Laravel** and rapid development framework, **Filament**

Version control & CI: **Git**, with experience in **GitLab** and **GitHub workflows** for CI/CD

StackOverflow: [Long-standing top 10 user](#)

AI use:

Claude Opus for planning large-scale web projects and creating detailed specification documents to provide context for code generation

Cursor, **Claude Code** with **Sonnet** and **ChatGPT 5** for code generation

Conductor.build for orchestrated code generation and editing with multiple Claude Codes in individual Git worktrees

Creative communication

Proficient in **Adobe Creative Suite: In-Design, Illustrator, Photoshop, Premiere, Lightroom, Media Encoder**; increasingly using **Adobe Express** for speed

Automated image processing: **ImageMagick**

Email marketing: **MailChimp** and **Mailerlite** for newsletter distribution and email campaigns

Team coordination: **Notion** for managing distributed remote marketing teams

AI use:

Claude Opus: Planning visuals and campaigns, developing advertising and copywriting guidelines as context information, generating initial drafts for ad copy and sales messaging

Leonardo: occasional photo asset generation, creating placeholders and providing spec photos for photo shoots

Online

SEO & diagnostics: **Google Search Console, Bing Webmaster Tools**, various online diagnostic tools for **DNS** and **email deliverability**, multi-device browser testing with **Sizzy**, native browser **developer tools**

Communications: SMS via **Twilio**, transactional emails via **Mailersend** and other platforms

Online advertising: **Meta Business Manager, Google Ads, Twitter/X ads**

Web analytics: **Google Analytics, Matomo, Plausible** for visitor analysis

AI use:

Claude Opus for planning keyword and search campaigns based on search trend analyses derived from online tools

Claude Opus for troubleshooting DNS and MX records to resolve email deliverability issues

How I work

Remote work experience since 2001. Transparent, self-driven work style with meticulous time tracking, comprehensive briefings, and systematic documentation of decisions and processes are second nature.

I work from my house with extensive office and meeting spaces near Arrieta, Lanzarote, featuring redundant internet connectivity (Wimax, 5G, Starlink).

Spanish tax resident, registered as self-employed (autónomo) with social security coverage since 2018.

Community Engagement

Well-regarded, engaged and known for friendly, detailed, thoroughly researched contributions, assistance and support in various online communities:

On programming topics, e.g. [6,900 answers on Stack Overflow](#)
On self-employment, e.g. in [Autónom@s & self-employed in Spain](#)
In local groups on [Lanzarote](#) and for [Germans in Spain](#)

Actively involved in developing community guidelines and feature ideas for a less hostile culture on [Meta Stack Overflow](#)

Interests

Through extended stays in the UK and USA, I have developed a deep connection to these countries, perfectly fluent language skills, and a good deal of cultural understanding. From 2011-2015, I studied *Interdisciplinary American Studies* alongside work, in Tübingen and Philadelphia.

I am a nature lover and passionate about drawing, illustrating comics, painting, and writing texts and stories. On my large finca, I spend much of my time gardening and working on various construction projects.

I am looking forward to hearing from you!

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Github	github.com/pekka
Facebook	facebook.com/pekkagaiser
Twitter/X	x.com/pekka_net

My latest project: webmechanic.cc



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