

Penina Peltonen

Entrepreneur, Vocational Qualification in Business and Administration

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PROFILE



I have born in 1987 @ Helsinki, Finland. I'm independent, social, love to talk and I have a great sense of humor. I'm a quick thinker and I have good problem solving skills. I'm a team player and will do all for my group. My role in a team is often more a leader. I am a multitasker, I can easily take care of several things at once. My native language is Finnish. I can speak and write fluent English and basics in Swedish. I have also studied Estonian. I have passion for equestrian sports and horses. Love beauty, social media, movies and my pets. I'm married, no children.

EDUCATION

Salpaus Further Education, Asikkala
2006-2009

Major / Degree

Agricultural studies: Study programme in Horse Care and Management, Groom, Riding Instructor

Salpaus Further Education, Lahti
2015-2017

Major / Degree

Business studies: Vocational Qualification in Business and Administration, Customer Service

EXPERIENCE

Palomaan Ponitalli
2008-2014

Entrepreneur

Riding school, horse trainer, riding coach and stable manager.

Playsson.net
2015-2018
and 2018-present
by MediaSade

Entrepreneur

Equestrian online media, promotion, event coordination. Playsson.net is producing online articles, equestrian blogs and promoting products etc. Playsson.net includes a lot of different projects and events, listed below:

Events:

- Different kind of riding competitions, mainly done with Fair Play spirit for children and young riders.
- Riding clinics and education days for riders and horse owners.

Productions:

- Coordinating show programs for horse fair events etc.
- Producing annually a prize giving gala for the best Equestrian social media users.
- Online articles.
- Printed equestrian magazine: **Hevoslehti RIDE!** (since fall 2017). RIDE! is sold in stores country-wide and also by digital version. The magazine was originally founded from my idea and by myself.

**MediaSade
2018-present**

Working as a part-time freelancer

Producing online articles for Playsson.net and material for RIDE! magazine. Website designing, producing content, social media and content marketing. Producing newsletters. Translations and subtitles in Finnish for Translations.com.

For notice:
(Also as my personal achievements.)

- Playsson.net media collaboration with **Tallinn International Horse Show** and Estonian Equestrian Federation (since 2015).
- Taking care of the local Post office in Ypäjä (for six months, 2017-2018).
- Playsson.net showroom in Ypäjä (2015-2018), equestrian products.
- Former agent in Finland for Helite Equestrian AirBag -safety vests.
- Playsson.net reaches 1,5 million visitors annually.

**Avon Cosmetics Estonia OÜ
Tallinn, EST
April – July 2018**

Customer Service Specialist

The main responsibilities: serving Finnish customers by calls and e-mails, receiving and entering orders, solving problems.

EXPERTISE

- Public Relations, Promotion
- Project Management
- Customer Services
- Online Marketing and Advertising
- Social Media, Content Producing
- Web Design

#LIFEGOALS

- “Learn new and find your own path.”*
I am not afraid to do something new and start all over again.
- “The World is out there.”*
Dreaming about international business studies in the future.
- “Leaving the bad luck behind.”*
I will not let my injuries to effect on my days to come.

SOCIAL MEDIA

- in** penina-peltonen
- f** penina.peltonen
- ig** playssonnet
- ig** 123ridefi