

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
as MediaSade**

Entrepreneur / freelancer

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

- 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:

Avon Cosmetics Estonia OÜ
Tallinn, EST
April – July 2018

MediaSade
2018-present

For notice:

(Also as my personal achievements.)

- Coordinating show programs for horse fair events etc.
- Producing annually a prize giving gala for the best Equestrian social media users.
- Online articles.
- Equestrian magazine: **Hevoslehti RIDE!** (since fall 2017). Printed RIDE! is sold in stores country-wide and is also available in digital version. I have founded the whole magazine by myself and it is run by team of equestrian influencers.

Customer Service Specialist

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

Working as a part-time freelancer

Producing online articles for Playsson.net and materials for RIDE! magazine. Website designing for small businesses. Producing content for different channels. Content articles and marketing. Producing articles and newsletters.

Special customers:

- Translations and subtitles in Finnish for **Translations.com** (Viaplay).
- Video, audio and article content for **Oho Live TV** (FIN/EST).
- 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.
- Agent in Finland for Helite Equestrian AirBag -safety vests.
- Playsson.net reaches 1,5 million visitors annually.

#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 have the courage to do something that I have never done and learn new.
- “The World is out there.”*
Dreaming to have an international business career.
- “Everything happens for a reason.”*
Things will find their own places, even when it feels hard at the moment.

#SOCIAL MEDIA

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