

Curriculum Vitae

Penina Peltonen

*Media Freelancer, Bachelor's Degree Programme in International Business,
Vocational Qualification in Business and Administration*

3 October 2019

Aholantie 256,
FI-16800 Hämeenkoski, FINLAND

Tel. +358 46 545 8905

penina.peltonen@mediasade.fi



Profile

I have born in 1987 in Helsinki, Finland. I am independent, but also social and able to work with people. I love to talk and enjoy a good sense of humor. I am a quick thinker and I can easily solve issues. problems. I am a team player and will do all for my group. I am often chosen for the role of the team leader. I have skills in multitasking.

My native language is Finnish. I can speak and write fluent English and working knowledge in Swedish. I have also studied Estonian. My passion is in equestrian sports and horses. Love fashion, social media, and all animals.

Expertise

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

Education

Major / Degree

Bachelor's Degree Programme in International Business

Lahti University of Applied Sciences

Lahti, FIN
2019-present
Expected grad. 2023

Major / Degree

Vocational Qualification in Business and Administration,
Specialization in Customer Service

Salpaus Further Education

Lahti, FIN
2015-2017

Salpaus Further Education

Asikkala, FIN
2006-2009

Major / Degree

Study programme in Horse Care and Management, Groom,
Riding Instructor

Experience and skills**MediaSade**

Hollola, FIN
2018-present

Entrepreneur / freelancer

Translations and subtitles (ENG-FIN). Video, audio and written content. Online media, promotion, event coordination. Copywriting, newsletters. Web design and search engine optimization (SEO).

Producing annually the prize-giving gala for the best Equestrian social media users. Agent in Finland for Helite Equestrian AirBag -safety vests.

Avon Cosmetics Estonia OÜ

Tallinn, EST
April – July 2018

Customer Service Specialist

The main responsibilities were serving Finnish customers by calls and e-mails, receiving and entering orders, following sales and solving Finnish market issues.

Playsson.net

Hämeenkoski, FIN
Ypäjä, FIN
2015-2018

Entrepreneur

Producing online articles for Playsson.net and materials for RIDE! magazine. Website designing for small businesses. Producing content to different channels. Content articles and marketing. Producing articles and newsletters. Coordinating show programs for horse fair events etc.

Taking care of the local Post office in Ypäjä (for six months, 2017-2018), including Matkahuolto and DB Schencker.

Playsson.net showroom in Ypäjä (2015-2018), equestrian products.

Palomaan Ponitalli

Hämeenkoski, FIN
2008-2014

Entrepreneur

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

At social media

- **Facebook:** penina.peltonen
- **LinkedIn:** penina-peltonen
- **Instagram:** itsmepennie

www.mediasade.fi
www.playsson.net
www.123ride.fi