



## CURRICULUM VITAE

Updated 17 June 2020.

# Penina Peltonen

## Media freelancer, business student

I have born in 1987 in Helsinki, Finland. I love to talk and enjoy a good sense of humor. I am a quick thinker and I can easily solve issues and multitask.

My native language is Finnish. I can speak and write fluent English. I have also studied Swedish and Estonian.

### Contacts

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Aholantie 256,  
16800 Hämeenkoski, FINLAND

### Expertise

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

### Notable

- Founder of Playsson.net and RIDE! magazine.
- Producing fair and expo content.
- Sale agent for Helite Equestrian AirBag -safety vests.

www.playsson.net  
www.123ride.fi  
www.raviurheilu.net  
www.keppiajaporkkanaa.com

### Education

**Lahti University of Applied Sciences**  
*Bachelor's Degree Programme in International Business*

- Lahti, FIN
- 2019-present
- Expected grad. 2023

**Salpaus Further Education**  
*Vocational Qualification in Business and Administration*

- Lahti, FIN
- 2015-2017
- Specialization in Customer Service

**Salpaus Further Education**  
*Study programme in Horse Care and Management*

- Asikkala, FIN
- 2006-2009
- Groom, Riding Instructor

### Work Experience

**MediaSade**  
*2008 to present*

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

**Avon Cosmetics Estonia OU**  
*April - July 2018*

- 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**  
*2015-2018*

- Entrepreneur on Post office Matkahuolto and DB Schencker (2017-2018).

**Palomaan Ponitalli**  
*2008-2014*

- Entrepreneur on Riding school, horse trainer, riding coach and stable manager.