



CURRICULUM VITAE

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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. 2021

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

2018 to present

- Online media, promotion, event coordination.
- Copywriting, newsletters.

- Web design and basic search engine optimization (SEO).
- Video and audio content, f.ex. Oho Live TV.
- Written content, content marketing, articles.
- Translations and subtitles (ENG-FIN), f.ex. Viaplay.
- Freelancer journalist, Sanoma Media / local news.

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.