

# CURRICULUM VITAE

Updated 16 September 2023

## Penina Peltonen

### Media freelancer, Bachelor of Business Administration

I was born in 1987 in Helsinki, Finland. I love to talk and enjoy a good sense of humour. I am a quick thinker and I can easily solve issues and do multitasking.

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

### Contacts

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### Education

#### LAB University of Applied Sciences

Bachelor's Degree Programme in International Business

- Lahti, FIN
- 2019-2022
- Focus on Communication and Digital Marketing

#### 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, as a freelancer

2018 to present

- Content creating: articles, blog posts, social media content, newsletters
- Online media, events
- Web design with WordPress and basics of search engine optimization (SEO)
- Video and audio content.
- Written content, content marketing, articles
- Translations and subtitles (ENG > FIN > ENG)

#### Reference clients

- Sanoma Media / local news: freelancer journalist
- Oho Live TV: online news and articles
- Stremia, TransPerfect, Milton Events: video subtitles
- Softia.fi / Valoa Digital Oy: reviews and articles
- CNC Carnival News Company LTD: eSport articles

#### VG Estonia OÜ

August 2021 - March 2022

- iGaming industry
- Customer Support Specialist for Finnish and English markets
- Content translations

#### Avon Cosmetics Estonia OÜ

April – July 2018

- Customer Service Specialist.
- Assisting Finnish customers by calls and emails, receiving and entering orders, following sales and solving issues on Finnish market

#### As a Sole Proprietor

2008-2014, 2015-2018

- Riding school, horse trainer, riding coach and stable manager (2008-2014)
- Representative for Ypäjä Post office, Matkahuolto and DB Schenker (2017-2018)
- Horse tack store (2017-2018)
- Playsson.net established 2015
- RIDE print magazine established 2018 (sold 2021)

### Competence, skills

- Content creator, UGC
- AI tools
- Customer services
- Online and social media
- Planning and coordinating event programs
- Project Management
- Quick learner, excellent problem solving skills
- Team player, team leader