

CURRICULUM VITAE

Updated 22 February 2024



Penina Peltonen

Media freelancer, Bachelor of Business Administration

I was born in 1987 in Helsinki, Finland. I enjoy chatting and have a good sense of humour. I'm quick at thinking and can handle multiple tasks easily.

Finnish is my first language, and I'm fluent in both spoken and written English. My proficiency in the Swedish language is at an advanced level. I have also studied the basics of German, and Estonian.

Contacts

Tel. +358 46 545 8905

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

penina.peltonen[at]mediasade.fi
www.mediasade.com

Aholantie 256,
16800 Hämeenkoski, FINLAND

Education

Nordic Marketing / Eduko

Specialist Vocational Qualification in Business, Specialist in Digital Content Production

- Remote studies / Kouvola, FIN
- 2023-present

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

- Biohansa OÜ, as a current media assistant
- 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
- Customer service by chat and emails, translating and editing short texts

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
- Estonian eResident