

# Penina Peltonen

Entrepreneur, Vocational Qualification in Business and Administration

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## PROFILE



I have born in 1987 @ Helsinki, Finland. I'm independent, social, love to talk and I have a great sense of humour. I'm a quick thinker and I have good problem solving skills. I'm a team player and will do all for my group. My role in a team is often more a leader. I am a multi tasker, I can easily take care of several things at once. My native language is Finnish. I can speak and write fluent English and a some Swedish. I have studied Estonian beginnings. I have passion for equestrian sports and horses. Love beauty, social media, movies and my pets. I'm married, no children.

## EDUCATION

**Salpaus Further  
Education, Asikkala  
2006-2009**

### Major / Degree

Agricultural studies: Study programme in Horse Care and Management, Groom, Riding Instructor

**Salpaus Further  
Education, Lahti  
2015-2017**

### Major / Degree

Business studies: Vocational Qualification in Business and Administration, Customer Service

## EXPERIENCE

**Palomaan Ponitalli  
2008-2014**

### Entrepreneur

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

**Playsson.net  
2015-2018**

### Entrepreneur (part time)

Equestrian online media, promotion, event coordination. Playsson.net is producing online articles, equestrian blogs and promoting products etc. (Working under company called MediaSade from March 2018.) Playsson.net includes a lot of different projects and events, listed below:

**MediaSade  
2018-present**

### Events:

- Different kind of riding competitions, mainly done by Fair Play spirit for children and young riders.
- Riding clinics and education days for riders and horse owners.

**Productions:**

- Coordinating show programs for horse fair events etc.
- Producing a prize giving gala for the best Equestrian blogs annually.

**For notice:**

(Also as my personal achievements.)

- Online articles.
- Printed equestrian magazine: **Riders Magazine** (since fall 2017). Riders Magazine is sold in stores country-wide and also by digital version. The magazine has founded by myself.
- Media collaboration with **Tallinn International Horse Show** and Estonian Equestrian Federation (since 2015).
- Taking care of the local Post office in Ypäjä (for six months, 2017-2018).
- Playsson.net showroom in Ypäjä (2015-2018), equestrian products.
- Agent in Finland for Helite Equstrian AirBag -safety vests.
- Producing social media, websites and webstores to small companies.
- Playsson.net reaches 1,5 million visitors annually.

**Avon Cosmetics Estonia OÜ**  
**Tallinn, EST**  
**April – July 2018**

**Customer Service Specialist**

The main responsibilities: serving Finnish customers by calls and e-mails, receiving and entering orders, solving problems.

EXPERTISE

Public Relations, Promotion

Project Management

Customer Services

Online Marketing and Advertising

Social Media, Content Producing

Web Design

#LIFEGOALS

*“Learn new and find your own path.”*

I am not afraid to do something new and start all over again.

*“The World is out there.”*

Dreaming about international business studies in the future.

*“Leaving the bad luck behind.”*

I will not let my injuries to effect on my days to come.

SOCIAL MEDIA

**in** penina-peltonen

**f** penina.peltonen

 playssonnet

 ridersmagazinefi