



Anniina Mäkelä

Freelance Translator

Profile

Passionate about creating accurate and compelling content with over ten years of English to Finnish translating experience. Specialized in subtitling films and TV series with in-depth pop culture knowledge. Highly organized with great interpersonal communication skills. Eager to move into team management and coordination.

Employment History

May 2012 — Present - Paris, France

Freelance Translator & Localization Specialist

Working on projects with clients such as Iyuno - SDI Group , Dicientia, Pixelogic, Visual Data Media Services, Zoo Digital, and Sfera. Translating and proofing media-related content from English to Finnish.

Nov 2018 — Present - Amsterdam, Netherlands

Finnish Copywriter at Spotzer Media Group

Creating SEO-optimized copy for small business websites.

Apr 2014 — Feb 2018 - London, UK

Community Manager at The Social Element

Daily responsibilities included managing social media channels for international top brands (FMCG & automotive industry). In charge of content creation, localization & copywriting, community moderation and active engagement, social listening and liaising with the clients' marketing teams. Worked with Facebook, Twitter, and YouTube.

Aug 2012 — Sep 2015 - Paris, France

Co-founder & Digital Director at Eclectic-Magazine.com

Co-founded a fashion & culture online and print magazine. Main tasks included producing original content (photography & copywriting), formulating and executing social media strategy and developing media partnerships. Worked with Facebook, Twitter, Instagram, Pinterest, and YouTube.

Jan 2021 — Mar 2021 - London, UK

Community Manager at 1000heads

Working for top global digital agency as a community manager for international beauty brand Liz Earle. Set up social media presences, conducted research and

Details

130 Rue Lecourbe

Paris, 75015 France

+33 (0) 680126061

anniinamakela@gmail.com

Nationality

Finnish

Skills

Translating into Finnish

In-depth culture knowledge

Excellent research skills

Detail Oriented

Content writing

Time management skills

Subtitle editing software

Languages

Finnish – Native

English – Native level

French – B1 spoken & written

Hobbies

Reading, cinema, cooking, painting, sports

analysis on brand's current reputation in the market and overall analysis on social media usage in the given market. Daily content creation, community moderation and monitoring online conversation. Worked with Facebook and Twitter.

Apr 2011 — May 2012 - Paris, France

Trend Forecast Editor at Beautystreams

Main tasks included trend research and analysis, managing social media, copywriting and image research, trade show reporting, and producing video and photo shoots. Participated in bespoke consulting projects for international brands (Sephora, Maybelline, Estée Lauder).

Jan 2021 — Jan 2021 - Paris, France

Trend Analyst Assistant at Coty

Participated in developing concepts and creating marketing assets for top beauty brands. Daily challenges included writing and visualising concepts, analysing and synthesizing communication trends, coordinating marketing asset and mood film production together with advertising agencies, visual search and managing visual database.

Education

2007 — 2010 - Helsinki, Finland

Aalto University School of Economics

Master of Science

International business & marketing. Thesis on co-marketing alliances.

2004 — 2007 - Mikkeli, Finland

Helsinki School of Economics and Business Administration

Bachelor of Science

International business & marketing. Study abroad at Groupe ESC Troyes (2006).

Thesis on fashion industry luxury brands.