

CURRICULUM VITAE

PERSONAL INFORMATION

Kari Peltola

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Kettering
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LANGUAGE PAIRS

EN > FI

CAT TOOLS

Trados Studio

WORK EXPERIENCE

04/2014 – Present

Freelancer, home based

- Software and application localization
- Website localization
- Business & marketing translation (advertisements, blog texts, social media posts)
- Keyword research, localizing and creating PPC ads, SEO
- Copywriting & content creation
- Market research
- Proofreading

30/09/2011 – Present

Entrepreneur

Supertraining Finland

- Creating a web-based learning software
- Creating online study material
- Website design and content creation
- Managing PPC advertising campaigns
- Copywriting and designing marketing materials

09/2005 – 04/2008

Recruitment assistant

Celectus Oy

Helsinki, Finland

- Writing job ads
- Interviewing applicants

EDUCATION AND TRAINING

07/2007 – 06/2011

Bachelor of Science (Business Administration)
Helsinki School of Economics

08/2002 – 06/2005

Matriculation examination
Haukilahden lukio
Espoo, Finland