

CV – Lena Puronen



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Translation, proofreading, editing, communication, marketing, digital media

WORDS and LANGUAGES have been at the center throughout my professional life.
I run my own business PureContext since January 2016.

Career history

Self-employed

PureContext
2016-present

My service offer includes:

- **Text processing (translation, proofreading, editing)**
- Communication (internal and external)
- Marketing
- Digital media (web and social media for startups)

Internal Communications Manager

HR, ESAB AB
2013-2015

Global responsibility for internal communications and intranet platforms.

- Commissioning of IBM Connections (social communication and collaboration tool), which replaced the intranet.
- User training of intranet/Connections.
- Set up and trained a global group on internal communications.
- Developed an IC strategy, procedures, policies, tools/templates.
- Support to managers with communication activities.

ESAB got a modern internal communications and collaboration platform and other practical communication tools under my direction.

Digital Media Manager

Market Communications,
ESAB AB
2008-2013

Global responsibility for the web, digital media, and communication tools – staff responsibility for 3 persons.

- Commissioning/coordination for the Internet, intranet, social media channels, image bank, web portal and CSM system.
- Launching of project "Publication Database" - product information from the source to web and print.
- Project manager for upgrades and new launches.
- Drafted strategy, procedures, policies, instructions, templates.
- Conducted user training of all the tools.

ESAB got modern external market communication tools under my direction, enabling staff to communicate and customers to easily find important information about the company's products and services.

Marketing assistant/ coordinator

Market Communications,
ESAB AB
1989-2008

Various responsibilities and tasks, e.g.:

- Advertising, print production, contacts with agency/print shop.
- Head editor of employee magazine, article writing, editing.
- Product database in 15 languages from source to web and print.
- Event management, e.g. customer activities at the Swedish Golf Tour, ESAB's 100th anniversary, sponsorship.
- Fairs and exhibitions.
- Brand management, launching of a new graphics profile.

Various

Secretary, Marketing Dept, ESAB AB, Gothenburg – 1988-1989

Secretary/assistant, guide, interpreter, translator, London & Nordic in the UK – 1985-1988

Education

English, basic, Gothenburg University	1992
Economic specialized education; Executive Assistant/Correspondent, Gothenburg	1985
Finnish, Gothenburg University	1985
Commercial English, College of Borås	1983
Humanities, Upper Secondary School, Ulricehamn	1981

Courses

Creative writing	2017
Business start-up courses, TRR	2015
Digital Marketing Manager, Ability Partner	2012
LEAN Academy, ESAB-adapted LEAN training conducted by Unipart, 4 weeks	2010
PULS Leadership Program, ESAB internal training	2010
Qualified editor for web and intranet, IBC Euroforum	2007
Journalism, basic course, Folkuniversitetet	2004
Marketing, basic course, Marknadsföreningen (Marketing Association) in Gbg (MiG)	2001
Young Management Program, ESAB internal training	1990
Graphical basic course, Marknadsföreningen (Marketing Association) in Gbg (MiG)	1989
Other: project management, graphical software, trade union education, health and safety training	

Languages

Swedish – native speaker
English – fluent
Finnish, German – good understanding
French, Spanish – some understanding
Norwegian, Danish – good understanding

Software skills

Microsoft Office 365
Adobe Photoshop, Acrobat, InDesign, FrameMaker
IBM Connections och Lotus Notes
Various CMS tools
Social media and Internet
SDL Trados Studio 2021, Passolo, Memsource

Other information

I am an Associate Member of the Swedish Association of Professional Translators (Sveriges facköversättarförening).

I live in Gothenburg with my common-law husband, both are self-employed. We have two grown-up daughters, both living away from home.

I am interested in literature, music, film, theatre, travelling and cooking. I also enjoy spending time gardening and meeting friends for a chat.

I like to engage in matters that make life better for my fellows. Amongst other things, I have held various positions of trust in my workplace union club as well as in other contexts.

Words that describe me:

Independent – Positive – Committed – Inspiring – Communicative – Pedagogic – Focused – Structured – Solution Oriented – Unpretentious – Accurate – Helpful – Reliable – Flexible