



Viirikuja 2b, Vantaa



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Experience

2018 – present Head of Influencer Network & PR @ Indieplace Oy

- Leading and developing Indieplace's influencer network (+600 talents). Finding new business opportunities, influencer strategy, developing influencer data, contracts, coaching & training, leading & developing PR. Member of management group.

2021 – present Owner @Pastelliputiikki

- Online store selling all fun and glitter! Shopify platform.

2017 – 2018 PR & Communications Executive @ TUI Finland

- Handling TUI's entire PR and communications in Finland and supporting Nordic markets. Proactive and reactive media & PR relations, corporate communication, crisis communication, internal communication, company spokesperson in Finland. PR & communications plans and activities, media monitoring, influencers. Working in a dynamic Nordic team and reporting to Sweden.

2015 – 2017 Fashion PR & Sales Manager @ Polhem PR Finland

- Managing fashion & lifestyle client's PR and media relations in Finland. PR planning, press releases, pitching, media monitoring, press events, influencers, new customer acquisition & sales. Customers included e.g. Gina Tricot, Glitter, Under Armour, Björn Borg.

2011 – 2015 Fashion PR Officer @ Polhem PR Finland

- Managing fashion & lifestyle client's PR and media relations in Finland. PR planning, press releases, pitching, media monitoring, press events, influencers. Customers included e.g. Gina Tricot, Glitter, Under Armour, Björn Borg.

2009 – 2011 Fashion PR Assistant @ Polhem PR Finland

2009 – 2009 PR Intern @ Polhem PR Finland

Pauliina Pajunen

Marketing, PR and communications professional

Shortly

Hello! I am marketing, PR and comms professional with 15 years of experience working in agencies and in-house. A person who constantly wants to develop, is curious to learn new things and always works like the business would be my own.

Education

2019 Master's Degree Programme in Communication Management

- Haaga-Helia University of Applied Sciences

2019 Sports Management

- The Sport Institute of Finland Vierumäki

2012 Bachelor of Business Administration, marketing

- Haaga-Helia University of Applied Sciences

Skills

Meltwater

Social media channels

Cision

Blogs, podcasts

Mynewsdesk

Wordpress

STT

Retriever

Woomio

Google Analytics