



SONJA MALMSTRÖM

People & Operations Specialist

Strategic and people-focused operations professional with strong experience in workforce planning, partner-level coordination and data-driven decision-making. Skilled in forecasting, reporting, and scalable support operations in fast-paced, multicultural environments. Currently finalizing a Master's in HR, Communication & Leadership. Known for accuracy, structure and a human-first approach to operational success.

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LinkedIn

Education

Master of Business Administration (Degree Programme in HR, Communication and Leadership)

South-Eastern Finland University of Applied Sciences, 2025: in progress

Bachelor of Business Administration (Degree Programme in Modern Languages and Business Studies for Management Assistants)

Haaga-Helia University of Applied Sciences, 2008–2011

Bachelor of Hospitality Management (Degree Programme in Tourism Management)

Savonia University of Applied Sciences 2004–2007

Expertise

People Operations & Team Coordination
HR Process Improvement
Data Accuracy & Reporting
Internal Communication & Documentation
Multilingual & Cross-Cultural Communication
Training, Onboarding & Mentoring
Administrative Excellence
Event & Travel Coordination

Key Competencies

HR data accuracy and reporting (Excel, Sheets, dashboards)
Workflow and process improvement across people operations
Onboarding, mentoring and team enablement
Event and travel coordination, administrative excellence
Cross-functional collaboration and audit readiness
Proactive, structured and people-centered approach

Work Experience

KPMG Oy Ab

Senior HR Planner (current role), Assistant (previously), 2021 –

present

People Operations & Process Development

Experienced workforce planner with a strong background in forecasting, strategic resource management and operational efficiency. At KPMG I lead daily and long-term workforce planning for over 60 specialists and 750+ clients Audit projects annually, aligning capacity with business needs across multiple portfolios. I balance workloads, optimize resource allocation and enable data-driven decision-making through tools like Power BI and Retain. My work includes developing dashboards, standardizing documentation and improving support systems with a focus on scalability, transparency and readiness. With a foundation in executive-level coordination and a passion for team enablement, I bring a proactive, analytical and people-focused approach to building sustainable support operations.

Data Handling & Reporting

I contribute to internal reporting by maintaining and updating team metrics, preparing Excel-based tracking tools, and producing summaries for leadership. My structured and detail-oriented approach ensures data is clean, accessible, and reliable for planning, audits, and development. I bring an entrepreneurial mindset to my work, consistently seeking ways to improve both the employee experience and the efficiency of our internal operations.

Team Support

I ensure high-quality outputs and data accuracy that support audit readiness and compliance. I also manage onboarding processes for new planners and auditor trainees, helping them integrate smoothly into the team. I've taken the initiative to shape internal team routines by introducing team-wide updates, knowledge sharing practices, and communication tools (e.g. coffee break routines, shared drives, clarity in team info channels) that foster collaboration, trust, and well-being.

Internal Communication & Multilingual Enablement

I produce and present materials in both Finnish and English daily, tailoring communication to suit varied audiences including specialists, assistants, and senior leadership. I facilitate team meetings and workshops and act as a bridge between staff.

Administrative, Event & Travel Coordination

As an assistant I handled a wide range of administrative responsibilities including document preparation, CRM and resourcing system updates, invoicing assistance, and contract coordination. I have organized and executed large-scale team events, including team-building retreats, strategy sessions, and corporate gatherings. I coordinate domestic travel for partners and visiting team members, ensuring smooth logistics, timely communication, and attention to detail.



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Language skills

Finnish: Native

English: Fluent

Swedish: Good working knowledge

Achievements

Led a full redesign of internal communication practices within the planner team, introducing new routines, tools and shared structures that significantly improved clarity, collaboration and knowledge flow.

Improved planning efficiency by streamlining audit team budgeting processes, cutting preparation time and enabling more transparent and flexible resource coordination.

Created internal visibility and engagement through visually driven marketing-style campaigns, supporting team identity and enhancing cross-functional communication.

Coordinated complex travel for executives and partners across international locations, ensuring seamless logistics and proactive problem-solving in fast-paced environments.

Planned and managed large-scale personal projects such as international group trips and weddings, showcasing structured execution, stakeholder coordination and creative, people-focused leadership.

Work Experience

Sonja Savander Oy

Entrepreneur, 2014-2024

Worked full-time as a licensed insurance agent, delivering tailored solutions to individual and corporate clients. Collaborated closely with banking teams to ensure seamless service delivery and personalized customer experience. Took initiative in onboarding and mentoring new team members, contributing to internal knowledge sharing and operational efficiency. The role strengthened my ability to communicate clearly, work across functions, and build trust in fast-paced client settings.

Alongside my core role, I built and managed my own social media presence, producing creative content and collaborating with brands in influencer campaigns. This side project allowed me to channel my creativity into strategic storytelling, combining aesthetics, tone, and message to connect with diverse audiences. From campaign planning to execution, I developed a strong understanding of brand alignment, engagement metrics, and meaningful communication—skills I now apply in people-focused operations, internal communication and employee experience work.

This combination of structured client work and creative digital communication has shaped a working style that's both analytical and intuitive—business-minded, but always human-first.

District Court of Helsinki/ Itä-Uusimaa

Court Clerk, 2021

Supported legal proceedings by preparing case materials, drafting official court documents, and coordinating court session logistics. Ensured accurate documentation and smooth scheduling of hearings. Developed a sharp eye for detail, structure and discretion in a fast-paced legal environment.

OP Pohjois-Savo/ Opset Oy

Insurance Advisor, Social Media Manager, Customer Service Rep, 2010-2014

Advised clients on insurance, savings and investment solutions with a customer-focused approach. Represented the bank at public events and supported marketing initiatives through content planning and communication strategy. Managed social media presence, balancing brand voice with client engagement. Gained experience in tailoring messages, navigating regulated environments, and creating value-driven service experiences.

Oy Eli Lilly Finland Ab

Administrative Assistant/ Marketing Assistant Trainee, 2010-2014

Organized corporate events from concept to execution, ensuring high-quality experiences for both internal and external stakeholders. Managed domestic and international travel for executives, focusing on clarity, logistics and attention to detail. Provided administrative support across departments, from meeting documentation to reporting. Assisted in marketing tasks such as refining promotional materials, supporting campaigns and aligning messaging with brand identity.