



ALINA LEHTINEN-VELA



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FULL-TIME WORK EXPERIENCE:

✓CO-FOUNDER [03/2019 – current job]

sulonorth based in Helsinki, Finland

- Managing and executing Finnish language projects
- Writing weekly newsletter focused on Northern Europe
- Social media marketing

✓QC SPECIALIST [01/2018 – 02/2019]

Deluxe Digital Studios, home-based work in Helsinki, Finland

- Managing and executing Finnish QC projects from EN to FI
- Identifying good translators and proofreaders
- Training translators and proofreaders by providing constructive feedback

✓MARKETING COMMUNICATIONS EXECUTIVE [01/2016 – 12/2017]

Win Technologies based in London

- Managing and executing promotional projects for Scandinavian and other European markets
- Planning and organising promotions for Scandinavian and other European markets
- Working together with design and copy teams to create promotional mailers, SMS campaigns and ad hoc promotions on Salesforce and ExactTarget
- Copywriting, editing, creating and translating copy for the Finnish market

✓LANGUAGE SPECIALIST [01/2013 – 12/2015]

ALV Language Solutions based in Abu Dhabi

- Managing and producing on average 20 language and content related projects monthly
- Increasing client base on average about 50% annually
- Managing communications and correspondence with clients in the UAE and beyond
- Specializing in IT translation projects: device manuals, apps, game software, course platforms
- Specializing in subtitle translation projects for digital media companies such as Deluxe Digital Studios (their clients include major motion picture groups such as 20th Century Fox and Universal Studios)
- Quality control including FCC, IQC and SQC
- Content marketing, writing and SEO

✓PROJECT MANAGER [12/2012 – 08/2013]

Copypanthers content and translation agency based in Istanbul

- Coordinating and executing monthly on average around 30 translating, subtitling, SEO and content projects for the Scandinavian market
- Managing around 20 accounts monthly with revenues of TL10k+
- Increasing client base on average by 10% monthly
- Publishing a weekly company language-related and SEO content blog

- Interviewing and hiring new freelancers and new project managers
- Advertising jobs for future employees and searching for potential candidates
- Increasing company's Twitter followers by more than 50% within a 6-month period
- Reached top spots for company's Finnish-language website on Google search

✓TURKEY MARKETING MANAGER AND CONTRIBUTOR [06/2010 – 04/2012]

Business New Europe (bne) emerging markets magazine

- Member of the team that launched Business New Europe in Turkey
- In charge of business development, interviewing top ranking business officials, attending business meetings and introducing bne magazine to a wider audience in Turkey
- Representing bne at important business and finance conferences held in Istanbul
- Writing daily political and economic news digests. Emailing the list to clients on a daily basis
- Conducting research and social media marketing for the magazine in Turkey
- Executed a successful Turkey customer survey for the company

✓WRITER/TRANSLATOR [12/2010 – 11/2012]

Independent

- Building relationships with international publications including Southeast European Times (SETimes), the Nordic Legal Review, AOL News, Your Middle East, Mondo, The Ecologist, Turun Sanomat, Keskisuomalainen, Etelä-Suomen Sanomat
- Building a portfolio of writing about social issues, politics, travel, culture and current events
- Conducting research and setting up interviews for stories
- Interviewed top officials and experts in the MENA region about various political and socio-economic topics

EDUCATION:

BA in Scandinavian languages at Helsinki University (2010)

LANGUAGE SKILLS:

- Finnish: Fluent
- English: Fluent
- Swedish: Intermediate