



Curriculum Vitae
Mindi Mikaela Korvenoja

Date of birth: 31.10.1988
Nationality: Finnish & Danish
Marital Status: In a relationship
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The Netherlands
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“What does not kill you makes you stronger”

*As a professional show jumper I am naturally very competitive, but can handle success and failure equally. I am also brave; I have courage as a natural drive. **Enthusiasm, great social skills and persistence** I consider as my strengths on whatever task or project I engage myself with. I am definitively a **goal-oriented** person and love to challenge others and myself.*

Education:

2012-2016

Fontys International Business School, Venlo The Netherlands.
Bachelor Degree International Marketing 7.5



2004-2007

Gymnasiet Grankulla Samskola, Finland
Subjects in Matriculation Exam
Mother Language: Swedish
1st Foreign Language: Finnish
2nd Foreign Language English
Main Subject: Mathematics Degree: Magna Cum Laude
Optional: Health Care
Average Degree: Cum Laude



Work Experience:

February 2017 - Current

Marketing & PR Advisor of WellAware SuperNutrition

- Creating and implementing marketing plans in Central Europe
- Synchronizing B2C communications
- WellAware global communications (internal)
- Head of Social Media (Instagram, Facebook, Youtube)
- Brand Manager
- PR contact



Work Experience:

July 2016 - Current

Marketing & PR Advisor by Back on Track

- Head of all major marketing activities in regards to the brand Back on Track in Europe
- Creating and implementing marketing plans
- Head of B2B, B2B2C and B2C communications
- Head of internal communications and materials globally (Europe, US, Canada, Australia)
- Head of Social Media
- Brand Manager
- PR contact



Work Experience:

January - June 2016

Marketing Intern Equestrian Centre de Peelbergen

Tasks: Updating and building on website

100% responsible of the social media (Youtube, Facebook, Twitter)

Creating promotional material with Adobe Creative Cloud applications

Creating sponsor brochures, flyers, news paper advertisement etc.

Organize events (party, shareholder meeting, grand opening)



2007- current

Showjumping rider - Educating Young horses - Mindi Moments

Year 2007 I moved to the Netherlands and started to work in professional show-jumping stables as a rider. Until I started studying in 2012 I made my living out of riding.

In my horse riding career I have worked for one of the most famous dealing stables in the world www.stalhendrix.com)

From 2014-2016 I educated horses for Bruce Springsteen's daughter Jessica Springsteen / Stone Hill Farm. Since 2016 I also have my own company called Mindi Moments which enables me to continue ride horses for clients aside a full-time job.



Skills:

Language Skills:

Native: Finish & Swedish

Full professional proficiency: English

Professional working proficiency: Dutch

Limited working proficiency: German, Danish & Norwegian

Beginner: Spanish

Driving licence:

- B (normal car)

- C (truck)

Other relevant skills:

- Microsoft Office

- SPSS Analytics

- Adobe Creative Cloud

Other Relevant Skills:

- Strong mentality, not giving up
- Analytical, critical and sharp in terms of analysing
- Social skills, getting well along with people
- Team skills, working well in teams
- Leadership skills, good experiences in leading many teams
- Organizing skills, very structural, efficient and realistic
- Listening skills, I am a good listener

Interests:

- Marketing Communication
- Social Media Marketing
- E-marketing
- Cross-Cultural Communications skills
- Consumer Behaviour
- Marketing Strategies

References:

Stal Hendrix

Emile Hendrix

Paul Hendrix

www.stalhendrix.com

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