# ESONEN

Jyväskylä (+358) 40 778 5674 niina@kipinae.com https://linkedin.com/in/niinapesonen https://kipinae.com/

# SUMMARY

My professional passions lie in customer service and communications. I have a versatile skillset and a varied range of interests, combining technical knowhow with a customer-first mindset. I enjoy troubleshooting and am constantly looking for ways to make things more usable, accessible, and inclusive.

# WORK EXPERIENCE

2023 – 2024	1st Line IT Sales/Support Engineer PCSpecialist
	Provided technical support and sales advice for customers via emails, live chat, and phone calls.
2022	MARKETING/COMMUNITY MANAGER Resistance Games
	Planned and executed all social media & marketing efforts, independently, and in cooperation with the publisher.
2017 – 2018	GAME EDUCATOR (PELITAITO) Ehyt ry
	Educated primary school students on game culture and healthy gaming habits.
2015 – 2016	FREELANCER Intervisio
	Wrote game reviews for the Tilt.fi website and TV program.
2013 – 2014	COMMUNITY MANAGER / WEB DEVELOPER / ASSISTANT Tribe Studios
	Various roles, emphasis on web development (design, front-end, maintenance) as well as customer service and community management.
2010 - 2013	GAME ADMIN / ARTIST / WEB DEVELOPER Dodreams
	Various roles, emphasis on web development as well as customer service and community relations.



## SKILLS

#### Professional

**Community relations Customer service** Social media Copy-writing Image & video editing

#### Personal

Team player Attention to detail Independent Helpful Can-do attitude Fast learner

#### **Software & services**



# LANGUAGES

# **VOLUNTEER WORK EXPERIENCE**

Nörttitytöt is a Finnish community blog by geek women and gender minorities on various topics: games, literature, science, comics, movies, and more. Founded in 2011, the blog had around 100 bloggers and 15 000 monthly views at the time I was involved.

#### 2014 - 2016EDITOR

In charge of editing and coordinating articles in the Games category. In addition to editor duties I was involved in organizing various events and managed the blog community together with the other editors.

IGDA Finland is the Finnish chapter of International Game Developers Association. IGDA Finland promotes the development of careers and professional skills of individual game developers based in Finland, and develops further the international recognition of the Finnish game developer community.

2022 - 2023 VOLUNTEER (OULU)

> I mainly handled the hub's social media, managed events on EventBrite, and helped organise the live events.

MEDIA TEAM LEAD (HELSINKI) 2015 - 2016

> Development of both internal and external communications.

#### EDITOR-IN-CHIEF (HELSINKI) 2014 - 2015

I was responsible for coordinating all communications from event invites and articles to posters and photography.

# **EDUCATION**

2017	<b>Game educator training (Pelitaito)</b> Ehyt ry
2016 – 2020	<b>Engineer, Programming</b> (unfinished, 59/240 academic credits) Oulu University of Applied Sciences
2008 – 2010	<b>Media assistant</b> (audiovisual communications, emphasis on 3D) Hyria
2006 – 2008	<b>Engineer, Programming</b> (unfinished, 75/240 academic credits) Jyväskylä University of Applied Sciences
2001 – 2004	<b>High school</b> Kärkölän lukio / Aurajoen lukio

Finnish – native English – fluent German – beginner Swedish – beginner

## **POSITIONS OF** RESPONSIBILITY

#### Secretary

**IGDA Finland ry** 2015 - 2016

#### **Board member**

Nörttitytöt ry 2015 - 2016

#### **INTERESTS** & HOBBIES

Animal & human rights Video games TV & movies Fantasy literature Streaming

# **OTHER ACTIVITIES**

#### 2018 – Twitch/Discord moderator

Over the years I have volunteered my time as a moderator for several content creators on Twitch, being a part of their moderation teams both while they have been live on Twitch as well as between streams on Discord.

# 2014 – 2015 Activist Ei vihapuheelle (No Hate Speech) / Plan Suomi

I took part in several activist training weekends and raised awareness of the movement's agenda.

#### 2013 Activist Game Over Hate

I took part in a week-long conference focused on finding means to combat hate speech online and in video games.

## PAST PROJECTS



**5street** (Dodreams) Community management, customer support, testing, localisation



**Fading Fairytales** (Dodreams) Testing, design



**Velvet Sundown** (Tribe Studios) Community management, customer support, testing, 3D



Maailman nopein kansa / 5laps.com (Dodreams) Community management, customer support



**Grindstone of Time** (Global Game Jam 2012) Character art, animation



**Great Houses of Calderia** (Resistance Games) Marketing, social media, community management, testing

#### REFERENCES

Anna Salomaa CEO, Resistance Games (+358) 40 767 6838 anna.salomaa@resistancegames.com

Recommendation letters available on request.

Portfolio of my digital art, photography, and web design projects can be found on my website.

More recommendations on LinkedIn.