

# CURRICULUM VITAE

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## EDUCATION

2017 **University of Tartu; MBA;** Service Design and Management. Topic of thesis *"The Role And Impact Of Sharing Economy On The Sample Of Accommodation Sector Of Pärnu Town"*

2008 **University of Tartu; BA,** specialty: Tourism and Hotel entrepreneurship. Topic of dissertation *"Placement Organization in Tourism Education on the Sample of Pärnu College, University of Tartu."*

## WORK EXPERIENCE

2016 - present [Positively Inspiring Lifestyle](#), owner of a business with a purpose to inspire people positively, through inspiration, seminars, body-mind yoga classes and accommodation service.

Nov. 2010 - present **Foundation Pärnu Hospital (Estonia); Marketing specialist.** Reporting directly to CEO and the Board, listening to their visions and needs and communicating with medical professionals and observing patients and visitors. Responsible for organizing art exhibitions, events for patients, visitors and employees in the hospital and outside. Keeping physical environment as cozy and welcoming as possible. Putting together different pamphlets, booklets and banners. All that in tight collaboration with communication specialists as well as other personnel. Being in charge of the update, content and outlook of [Pärnu Hospital's homepage](#) and creating a content for two Facebook pages: [Rehabilitation an Well-Being Centre of Pärnu Hospital](#) & [Family School of Pärnu Hospital](#) as well as [Instagram](#).

Sept. 2006 - Okt. 2010 **Pärnu College, University of Tartu; Department of Tourism Studies; Internship coordinator.** Tasks: co-operation with different enterprises in Estonia and abroad, helping students to find placements, introducing the concept of placement, managing seminars. Setting up the concept of international internships, finding concrete partners abroad, going there myself and urging students to take the chance. Also, evaluating them on their progress and reports. Extra tasks were managing and organizing various events such as Portuguese week in Pärnu, French week in Pärnu, Indian Day, Austrian Day etc. all of them in co-operation with Embassies

Oct.2004 - Aug. 2006 **Pärnu College, University of Tartu; Baltic Tourism Research and Tourism Centre; Project and Information Administrator**  
Tasks involved various online researches, helping project managers in completing databases, attending meetings with key persons and taking minutes from the meetings, doing field research by interviewing tourists in Estonia and Latvian, translating meetings from English to Russian or Estonian and vice versa. Also the job involved keeping in touch with various project partners via e-mail and through phone, organizing seminars, meetings and trainings.

- July 2006 **Hotel AMMENDE VILLA & RESTAURANT; Waitress-** duties were serving customers in luxurious villa, providing them with excellent customer service, preparing bigger events: weddings, receptions and birthdays on the restaurant side ([www.ammende.ee](http://www.ammende.ee))
- May 2005 **ARTE-** German TV channel; **Translator-** providing translation help for German reporter making short clip about how British Stags (bachelors) are spending their days in Tallinn ([www.arte.tv](http://www.arte.tv))
- August 2004 **Dr. Thelen & Partner; Translator-** Duty was to help in translation from English to Russian and vice versa in Saint- Petersburg, Russia
- May - September 2004 **AMMENDE VILLA & RESTAURANT; Waitress** duties were serving customers in luxurious villa, providing them with excellent customer service, preparing bigger events: weddings, receptions and birthdays in the restaurant
- Dec. 2002 - Dec.2003 **Au Pair in America (United States of America); babysitter-** took care of 2 children aged 1 and 3 years old, the job involved being creative with them and teaching various educational things that were good for their imagination and further development.
- June - Aug. 2002 **PLC Mudaravila; Bartender-** responsible for a small bar, taking care of customers who were mainly foreigners (Finnish and Swedish)
- May - Aug. 2001 **Pub City; Waitress-** serving customers in a pub environment.

### ADDITIONAL TRAINING

- 2017 jaan-veebr Master class in complicated negotiations (48h) by **Euro Management Institute**, Master class was supervised by Michael Gallagher – experienced American lawyer and strategic thinker, founder of Estonian Law Foundation, former director of Tartu University Eurocollege, president of consulting company TakeFive, and Marju Unt, founder and CEO of Estonian Euromanagement Institute.
- 2016 Nov **Digital Marketing Course** (16h) by **ms Aviva Pearson**
- 2015 Oct-Nov **Negotiation Technology Master Class** (48h) by **Euro Management Institute**, Master class was supervised by Michael Gallagher – experienced American lawyer and strategic thinker, founder of Estonian Law Foundation, former director of Tartu University Eurocollege, president of consulting company TakeFive, and Marju Unt, founder and CEO of Estonian Euromanagement Institute.
- 2013/2014/2015/  
2016/2017 **Volunteer** (during my official holiday from hospital, all together 22 weeks) in a family owned boutique bed & breakfast **Daydream-Gozo** helping the owners to provide an excellent service to amazing customers.
- Nov. 2012 **EST-FIN HEALTH AND WELFARE INSTITUTIONS COOPERATION NETWORK HEWENET** Service Design workshop for Health Care and Welfare Managers. Two-day workshop that included the following topics: Introduction to the subject, work process and setting the goals; Design research, Target groups, Personas; Customer Journey Mapping; Service Touchpoints; Presentation of the day's work, discussion & reflection
- Oct 2011- Feb 2012 **Annelly Soots Koolitused. Nutrition counsellor course.** Topics learned: minerals and vitamins, healthy nutrition that boosts one's energy levels and keeps active; how to prevent colds; living with intolerance towards different foods etc.
- Sept. 2010 **JCI Annual Conference.** Main topic of two-day training was Conscious Leadership.
- July 2010 **Ritz Carlton Abama Golf and Spa Resort**, Tenerife, Spain. Work placement in spa department (160 hrs). Getting the overall experience in spa department including water circuit area, reception and discussions with manager of the spa. Main objective was to see the overall process of "intern's path" from the starting point until the end.
- March 2010 **Training for career specialists. Training initiated by Foundation Archimdes.** (30 hours). Lecturers: Mari Saari and Mirjam Lindpere

- July 2009 **Tamaimo Tropical Hotel**, Tenerife, Spain. Placement in the hotel in F&B department, working (160 hours) as a waitress and barmaid. Doing all the chores needed in this area. Also getting acquainted with work in reception, entertainment and housekeeping department. Gathering all the necessary information about the trainees' recruitment and training opportunities.
- May 2009 **English language training for specialists** (10 academic hours)  
Lecturer: Ms Reet Soosaar
- April 2009 **Multicultural Study group in higher education** (8 academic hours) Lecturer: Ms Aune Valk (University of Tartu)
- September 2008 **Health and Wellness Tourism and Marketing** (80 academic hours)  
During the courses the following topics were discussed: Geography of health and wellness tourism, product development and marketing, development and management of wellness product/ service, holistic tourism, professional wellbeing, health tourism
- September 2008 **Wellness Philosophy** (40 academic hours)-During the courses the following topics were discussed: understanding wellness, evaluation of wellness concepts, perspectives and career opportunities, case studies.
- July 2008 **Resorts Mallorca Hotels International S.L.U (Bouganvilla Aparthotel)**. Mallorca, Spain. Working (165 hours) as a waitress (trainee) in a restaurant/ take away bar, getting acquainted with working style and ways in Mallorca. ([www.hihotels.net](http://www.hihotels.net))
- April 2008 **Official rules in culture of communication: protocol and etiquette**. During the courses the following topics were particularized: understanding diplomacy, protocol, visits and ceremonies, receptions; formulation of etiquette- history and present day, personal imago and reputation.
- July 2007 **Vila Vita Parc** (Portugal, Algarve); member of The Leading Hotels of The World; Working as a waitress (trainee) in various bars on the five star hotel Vila Vita Parc area. Mission was to serve high class hotel clients in best possible way ([www.vilavitahotels.com](http://www.vilavitahotels.com))
- 2003 (3 months) **College of du Page (United States of America of America); Introduction to Architecture**
- 2003 (3 months) **College of du Page (United States of America); Russian**- also served as an assistant instructor to Prof. Tatjana Morgulis through helping other students to improve their proficiency in the language (<http://www.cod.edu>)
- 1995- 2000 Pärnu Art School ([www.hot.ee/kunstikool](http://www.hot.ee/kunstikool))

#### LANGUAGE SKILLS

Estonian	mother tongue
English	good
Russian	good

#### COMPUTER SKILLS

Windows environment: Word, Excel, Power Point, Outlook Express etc, social media platforms (Instagram, Facebook, LinkedIn etc)

#### DRIVING SKILLS

B- category, since 2002

#### INTERESTS

Passionate about living, bicycle riding, walking, running and reading.