



Errit Kuldkepp

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Education

2017 [University of Tartu; Master's studies](#); 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; Bachelor degree](#), specialty: Tourism and Hotel entrepreneurship. Topic of dissertation "Placement Organization in Tourism Education on the Sample of Pärnu College, University of Tartu."

Enriching life and work experience

2016 – present [Positively Inspiring Lifestyle](#), founder and CEO of a lifestyle business with a purpose to inspire people positively to live a more fulfilling life:

- soulful marketing via personal brand
- personal branding (knowing yourself & self-confidence)
- soulful event moderation to bring warmth to your event and make it run smoothly
- inspirational seminars on marketing & communication & personal branding
- marketing consultation
- providing heartfelt hospitality in our homes

2018- present [Vulfram Sportswear](#) I had the chance to create this brand and until this day passionately manage creatively their social media channels [Facebook](#) and [Instagram](#) and boost it via my own personal brand through social media.

2019-2020 [VP Kinnisvara](#) I had the chance to create this brand and passionately promote this creatively through my own social media as well as on [my web page, where the portfolio is fully presented](#). The last outcome of our collaboration was a short clip "[Armastusega Pärnust, Raudteevalitsuse Villa lugu](#)"

2010 – 2019 [Foundation Pärnu Hospital \(Estonia\)](#); *Marketing specialist*. My goal was to bring hospitality into hospital. Break the normal barriers of marketing and communicating the values and beliefs of our hospital to the people and companies around us. Through our [Rehabilitation an Well-Being Centre of Pärnu Hospital](#) & [Family School of Pärnu Hospital](#) we are able to influence people to life healthier, happier and meaningful life.

2006 - 2010 [Pärnu College, University of Tartu; Department of Tourism Studies;](#) *Internship coordinator.* Collaboration 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. Organizing various cross-cultural events such as Portuguese week in Pärnu, French week in Pärnu, Indian Day, Austrian Day etc. all of them in co-operation with Embassies

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. Also for me it has been conscious learning process about people, processes, heartfelt hospitality and human connection.

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.

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.

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

2004 - 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.

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)

2004 [Dr. Thelen & Partner; Translator-](#) Duty was to help in translation from English to Russian and vice versa in Saint- Petersburg, Russia

2004 [Ammende Villa & Restaurant;](#) Waitress. Taking care of our guests in luxurious villa, providing them with excellent customer service, preparing bigger events: weddings, receptions and birthdays in the restaurant

2002 - 2003 [Au Pair in America](#) (United States of America), Glen Ellyn, Chicago, Illinois; Au Pair (babysitter). I had the pleasure to take care of 2 beautiful children aged 1 and 3 year old (boy and a girl). I had a possibility to be creative, grow and learn with them and to get to know a lot about myself as a person.

2002 (summer) **PLC Mudaravila;** Bartender- responsible for a small bar, taking care of customers who were mainly foreigners (Finnish and Swedish)

2001 (summer) **Pub City;** Waitress - serving customers in a pub environment.

Additional training

2020 [Powerful Marketers Programme](#) “1:1 Coaching 10 week course” The 10-week intensive course on marketing and coaching.

2013- 2018 [Daydream-Gozo](#), volunteer (during my official holiday from hospital, all together more than 25 weeks) in a family owned boutique bed & breakfast, helping the owners to provide an excellent service to amazing guests. Also for me it has been conscious learning process about people, processes, heartfelt hospitality and human connection.

2017 [Euro Management Institute](#) “Master class in complicated negotiations” (48h) by class 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 Digital Marketing Course (16h) by ms [Aviva Pearson](#)

2015 [Euro Management Institute](#), “Negotiation Technology Master Class” (48h) by 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.

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

2011- 2012 [Annely 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.

2010 [JCI Annual Conference](#). 2-day training on Conscious Leadership.

2010 Training for career specialists [by Foundation Archimedes](#). (30 hours). Lecturers: Mari Saari and Mirjam Lindpere

2009 English language training for specialists (10 academic hours) Lecturer: Mrs Reet Soosaar

2009 Multicultural Study group in higher education (8 academic hours) Lecturer: Ms Aune Valk ([University of Tartu](#))

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

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.

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.

2003 [College of due Page](#) (United States of America of America); Introduction to Architecture and **Russian language course, where I** also served as an assistant instructor to Prof. Tatjana Morgulis through helping other students to improve their proficiency in the language

1995- 2000 Pärnu Art School

LANGUAGE SKILLS:

Estonian (mother tongue)

Russian (spoken and written)

English (spoken and written)

DRIVING SKILLS: B-category since 2002

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