

# ANGELIKA MEIKOP

LOCALIZATION / AI LANGUAGE QA / VOICE / CONTENT

*Finnish & Estonian language expertise with marketing instinct*



## CONTACT

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## EXPERTISE

Localization

AI language QA

Copywriting & SEO

Voice-over

UGC & social

Digital marketing

## LANGUAGES

Finnish  
Estonian  
English  
Russian

## POSITIONING

Remote-ready specialist for project-based and ongoing international work.

## FREELANCE PROFILE

Freelance Finnish and Estonian localization specialist helping international teams publish natural, market-ready content through localization, AI language QA, copywriting, SEO content, voice-over, UGC and digital marketing. More than 20 years of experience across content, training, sales operations and customer experience, including iGaming, SaaS, mobility and consumer services.

20+

years across content & CX

FI + ET

localization & voice

REMOTE

international delivery

## SERVICES

### LOCALIZATION & QA

Finnish and Estonian translation, proofreading, linguistic review and AI-generated content evaluation.

### CONTENT & SEO

Website copy, articles, blogs, iGaming content, ad scripts, storytelling and brand tone of voice.

### VOICE & UGC

Finnish and Estonian voice-over, audio recording, UGC concepts and social content.

### DIGITAL MARKETING

Social channels, Meta, Google and TikTok campaigns, automation and customer journeys.

## SELECTED EXPERIENCE

- Freelance Localization & Content Specialist** Jan 2024 - Present  
Independent contract work | Remote / International
  - Finnish and Estonian localization, proofreading, language QA and AI-generated content evaluation.
  - SEO articles, website copy, marketing content, ad scripts, voice recordings and UGC concepts, including work in iGaming, SaaS and digital services.
- Co-Founder** Jan 2026 - Present  
Thaimaan Lakipalvelut.fi | Thailand / Remote
  - Built a Finnish-language legal and consulting service; lead positioning, website content and customer processes with trusted local legal partners.
- Co-Founder & Remote Consultant** Oct 2023 - Present  
COCO VOLT E-scooter rental service | Koh Samui / Remote
  - Designed customer journeys, app UX flows, brand concepts and international content; supported a pilot reporting 5,000 downloads and 5/5 reviews.
  - Developed operating playbooks, coordinated partners and supported pricing, product development and strategic planning.

# EXPERIENCE THAT CONNECTS

Marketing insight / operational leadership / human-centered communication

## CORE SKILLS

### LANGUAGE

Localization  
Proofreading  
AI language QA  
Copywriting & SEO

### CREATIVE

Storytelling  
Content strategy  
Voice acting  
Audio & UGC

### MARKETING

Social media  
Paid campaigns  
Automation  
Customer journeys

### LEADERSHIP

Training design  
Onboarding  
Recruitment  
Business development

## EDUCATION

Specialist Qualification in  
Marketing Communications  
Markkinointi-instituutti  
2015 - 2017

Merkonomi  
Lahden kauppaoppilaitos  
1996 - 1998

Upper secondary school  
Pärnu lütkio  
1991 - 1994

## PROFESSIONAL EXPERIENCE

### Training Manager

Sep 2016 - Oct 2023

BOLT.works | Helsinki / Remote

- Created and developed the Bolt Career training concept and built collaboration with vocational institutions, client companies and stakeholders.
- Coordinated training, student-to-work integration and Bolt Guide activities; produced onboarding processes and video guidance.
- Contributed to occupational safety, customer service, occupational health and employee wellbeing development.

### Marketing Expert

Feb 2016 - Apr 2016

Suomen Talomestarit Oy | Vantaa

- Planned marketing and campaigns, produced content and print advertising, developed websites and social channels, recruited staff and delivered training.

### Area Manager

May 2011 - Feb 2016

Taste Optical / Nanomax Leasing Oy | Finland

- Led store operations, recruitment, training, sales reporting and target delivery; developed the brand, e-commerce, loyalty program, B2B sales and campaigns.

### District Manager

Jan 2011 - May 2011

Musti ja Mirri Oy | Southern & Western Finland

- Managed sales network, recruitment, training, store openings, concept execution, campaigns, events and trade shows.

### District Manager

Aug 2006 - Jan 2011

PlusTV Oy | Southern Finland

- Delivered sales targets, partner collaboration, campaign rollouts, sales training, reporting, PR, marketing and client acquisition.

### District Manager

Jan 2005 - Aug 2006

Setele Oy | Southern Finland

- Developed sales and retail execution, recruited and managed staff, and led campaigns, events, trade shows and B2B sales.

### Salesperson & Project Manager

Oct 1999 - Jan 2005

Sisä-Suomen Mediapuhelin | Lahti

- Worked in retail sales, recruitment and the planning and delivery of events and trade shows.

**NATURAL LANGUAGE. CLEAR MESSAGE.**

**LOCAL IMPACT.**

Available for project-based and ongoing remote collaboration

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