

my journey in
CONTENT CREATION



a portfolio by Siiri Pakarinen

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Social Media Manager at Häme	
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How it all began?

SIIRI PAKARINEN
content creator & shoe designer

My blogging journey began in 2016. It was September, I was sixteen, it was my first year in high school and I desperately wanted to do my own thing.

That was when, sitting in my pale blue room, I thought: *if all these YouTubers can do it, why not me!*

And so I clicked the ‘publish website’ button and started writing about anything I happened to find interesting from makeup to fashion.



Posh Blog is born
Kuopio, Finland
2016





2016 - present

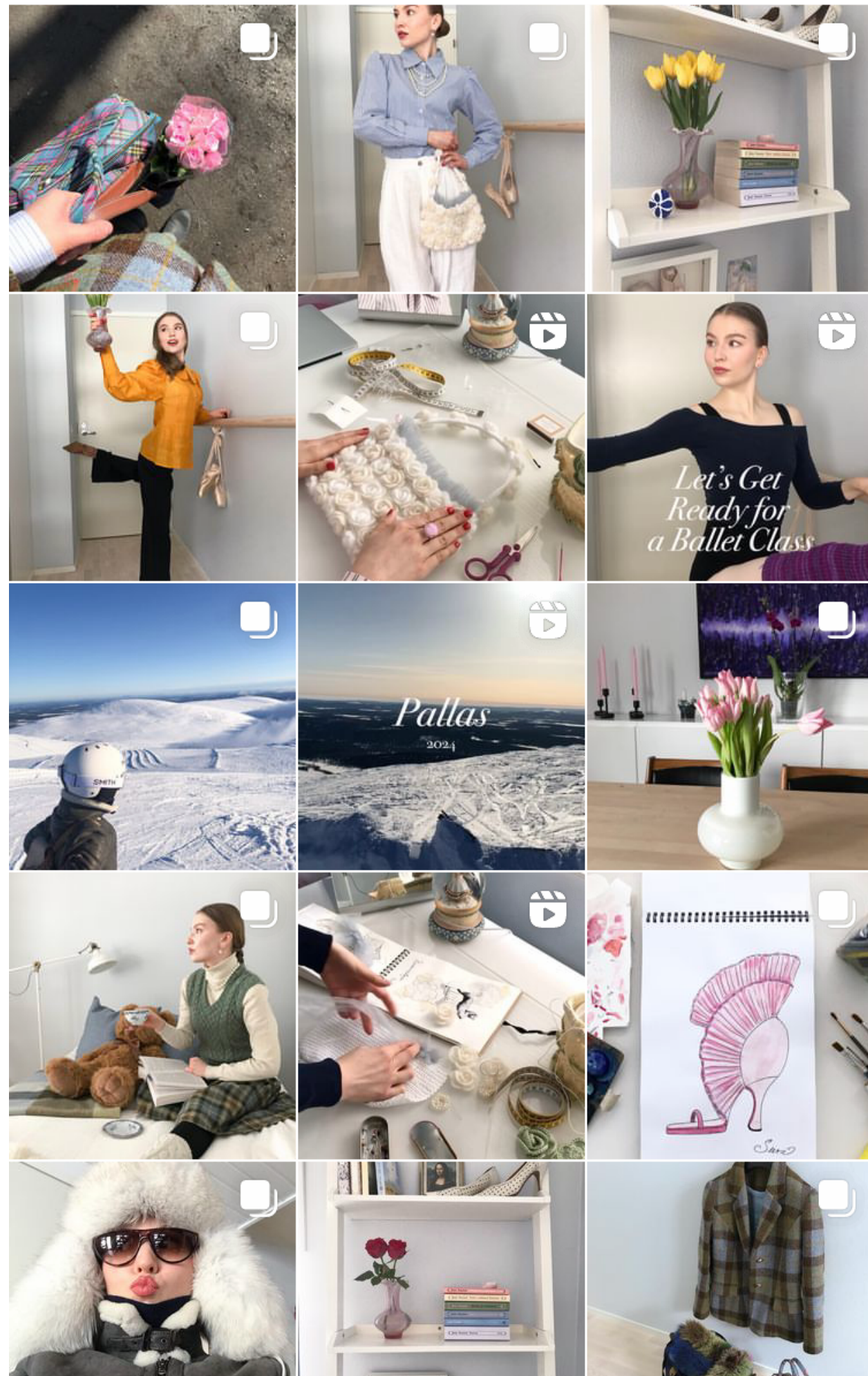
Personal Blogging

Content creation on Instagram [@siiri.pakarinen](#) and
blog writing on www.posh-blog.com

I grew up with my
blog, so naturally it has
evolved with me.

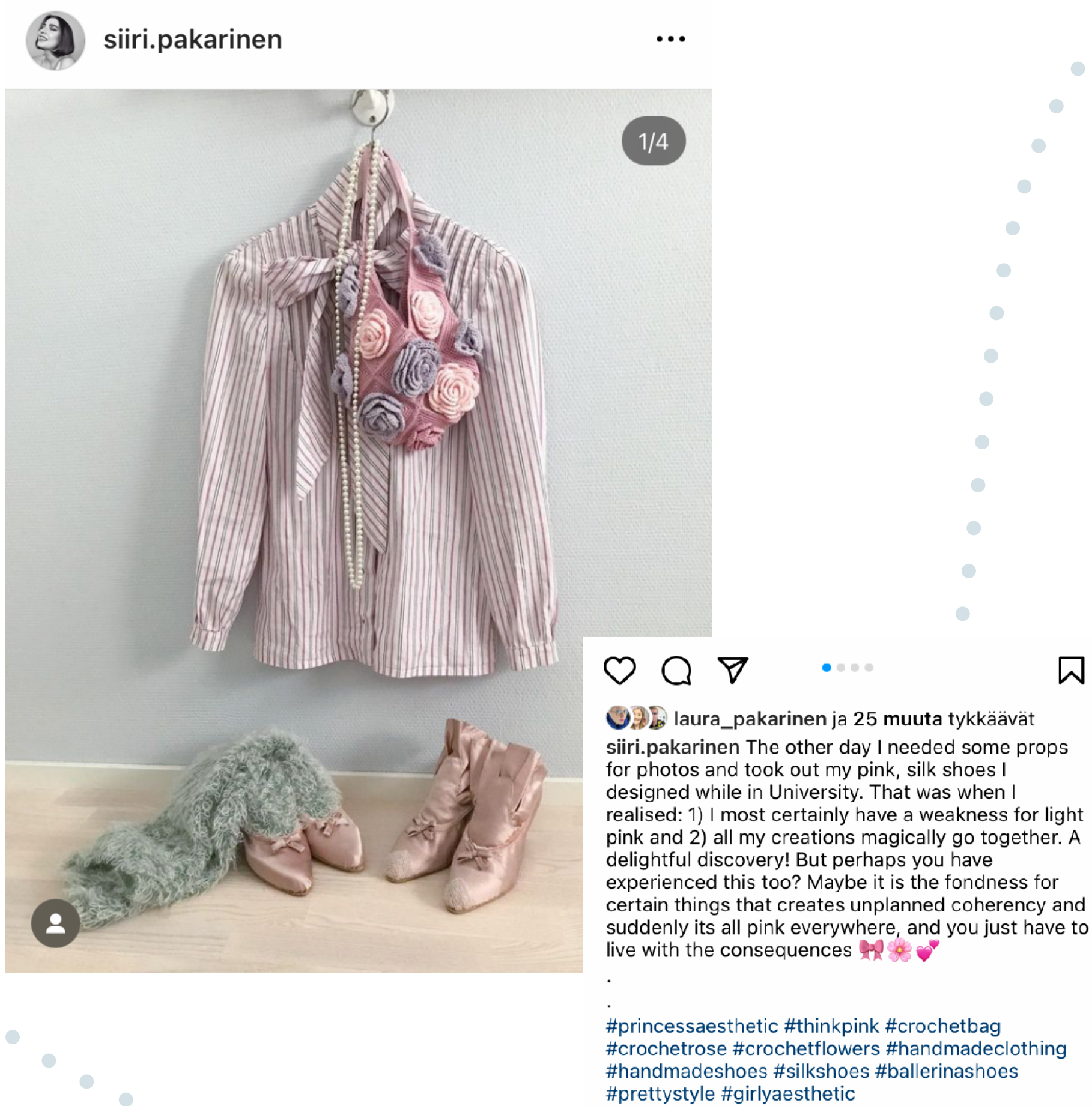


TOPICS :
style, life, craft, culture,
design, Jane Austen



tap to view Instagram

@siiri.pakarinen



tap the picture
to watch



tap to view blog

www.posh-blog.com



My Thoughts After Reading Mansfield Park by Jane Austen



Clashing Tartan Prints for Seriously Whimsical Style



I Ordered a Custom Size Linen Suit Online & This Is the Result

POSH

vaincourt
PARIS

Clients

Brands I have worked with on my socials



Thankful for these opportunities!



2022

Lelay Luisa

Ad/Affiliate/Gifting | Instagram + blog post

siiri.pakarinen



laura_pakarinen ja 49 muuta tykkäävät
 siiri.pakarinen Autumn is known as a season of rich orange, red, brown and mustardy yellow tones that for a short while color the world in splendid sensory bliss. However, there are multitude of other autumnal colors such as green, navy, plum or deep pink which get a rarer mention among our autumnal fashion talk. Particularly for me, variations of green is what I reach for when the weather gets colder, which is why I decided to share my most adored green looks to wear in autumn styled with beautiful jewellery from @lelayluisa ✨ (ad/affiliate)

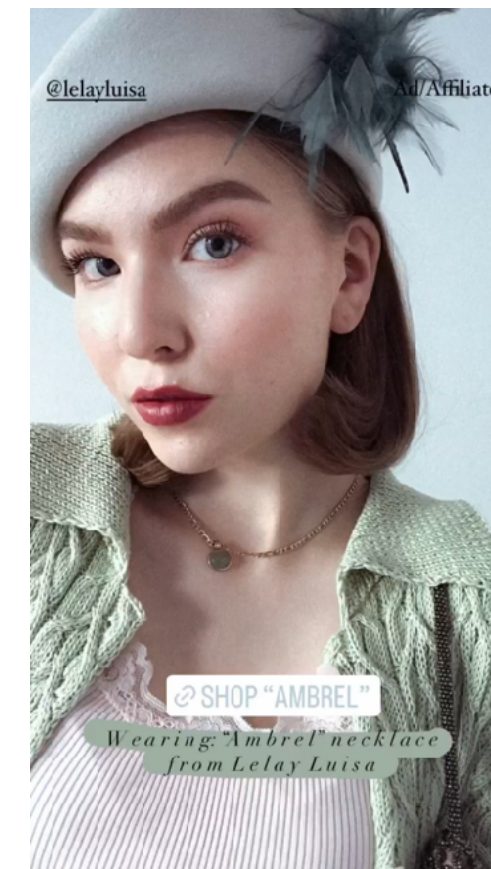
Wearing:

- ✨ "Ambrel" a gold necklace with a jade like stone
- ✨ "Fact" a sophisticated pearl necklace in gold chain
- ✨ "Amella" elegant drop pearl earrings

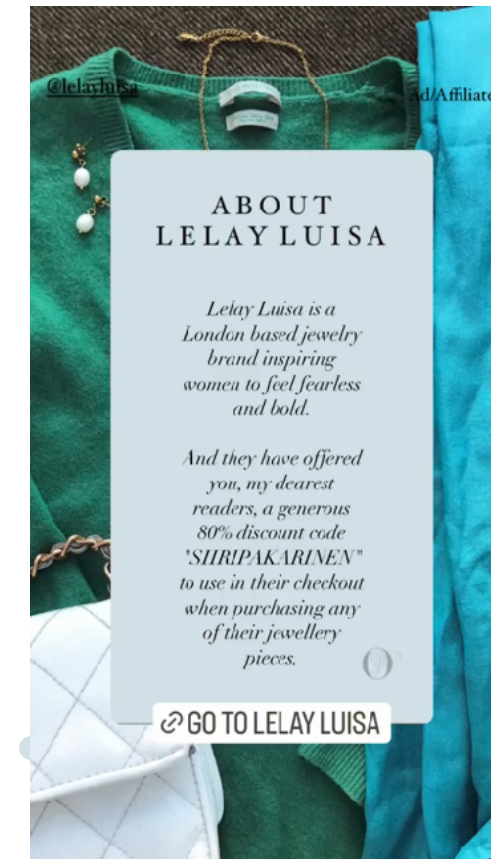
If you wish, you can use a code "SIIRIPAKARINEN" in checkout to get 80% off of your jewellery purchase at Lelay Luisa.

Happy autumn shopping! 🍂 ✨

Read the full story on www.posh-blog.com



SHOP "AMBREL"
 Wearing "Ambrel" necklace from Lelay Luisa



ABOUT
 LELAY LUISA

Lelay Luisa is a London based jewelry brand inspiring women to feel fearless and bold.

And they have offered you, my dearest readers, a generous 80% discount code "SIIRIPAKARINEN" to use in their checkout when purchasing any of their jewellery pieces.

GO TO LELAY LUISA

@lelayluisa Ad/Affiliate

New in blog

MY FAVORITE GREEN OUTFITS FOR AUTUMN WITH LELAY LUISA JEWELRY

READ HERE

www.posh-blog.com

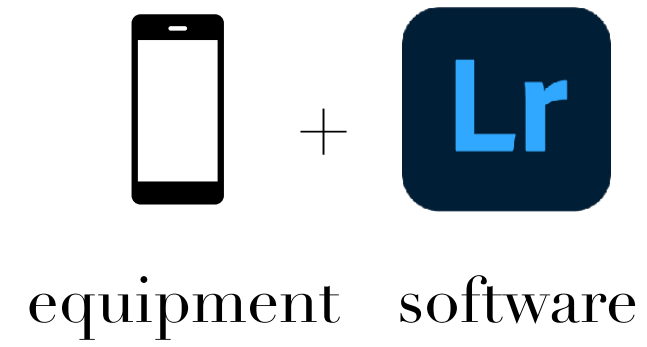
tap to watch



2019

Maison Vaincourt

Ad/Gifting | Instagram



siiri.pakarinen



kimmopakarinen ja 41 muuta tykkäävät
siiri.pakarinen A new blog post is up. It is all about my favourite a/w 2019 look and adventures in a medieval castle.
I am also wearing this amazing belt that @maisonvaincourt kindly gifted to me so if you want to see all the looks I created with it click the link on my bio to read the full post. .

#maisonvaincourt #styling #fashion #fashionblog #posh #poshblog #vintage #vintagebag #vintageboots #tweed #outfitideas #autumnstyle .

Photography: @saimipakarinen

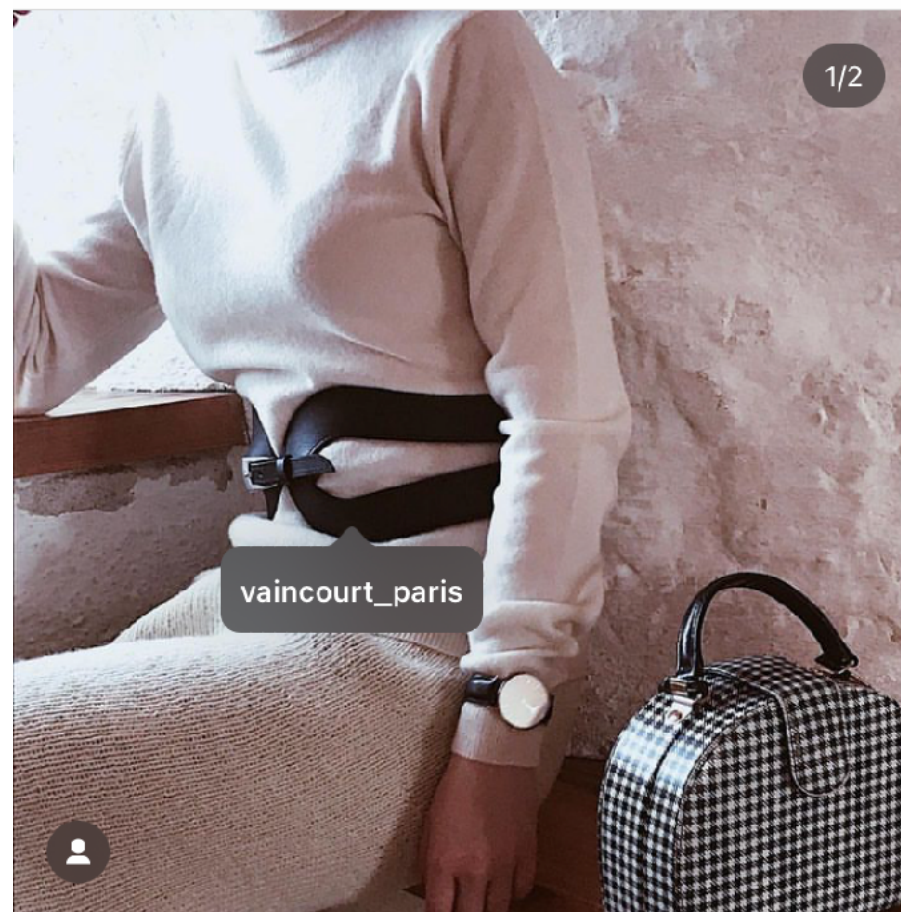
Näytä kaikki 5 kommenttia

vaincourt_paris 🙏

merjolapartanen ❤️💕



siiri.pakarinen



kimmopakarinen ja 43 muuta tykkäävät
siiri.pakarinen Sometimes I wish I could turn back time....and visit history.

#styling #fashion #fashionblog #posh #poshblog #vintage #vintagebag #knitwear #vintagehat #maisonvaincourt #outfitideas #autumn2019 .

More on my blog www.posh-blog.com
Link is in the bio. .

Belt gifted by @maisonvaincourt
Photo taken by @saimipakarinen

siiri.pakarinen



Kävijätietojen tarkasteleminen Mainosta julkaisua



vaincourt
PARIS



2024

Rosomania

Documenting a crochet bag project on Instagram & TikTok

@therosomania

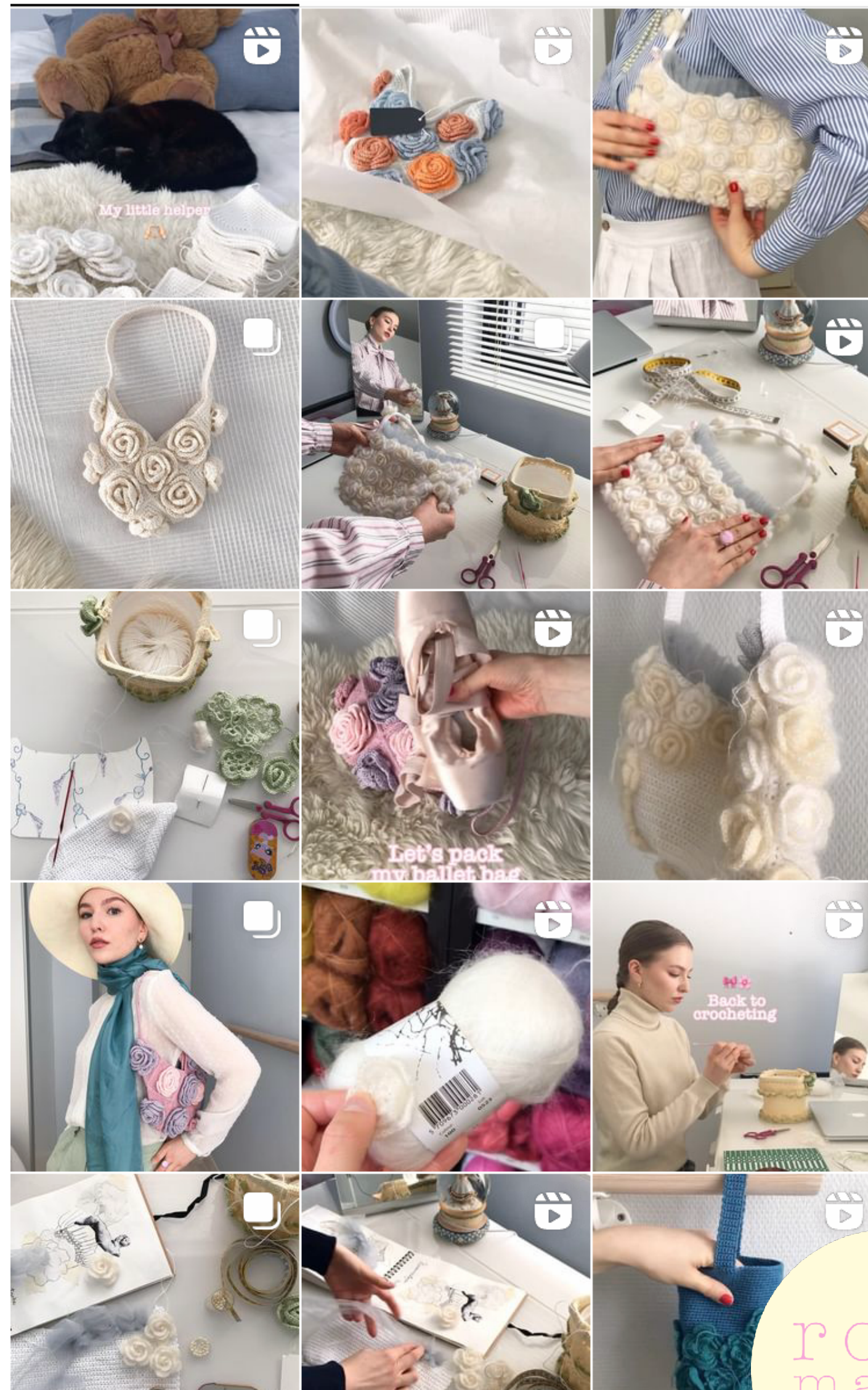
I love sharing my projects with others!

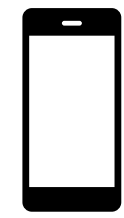


@therosomania on Instagram



siiri.pakarinen ja 9 muuta tykkävät
therosomania In love with these tender rose colours!
Perfect for soft spring coming ahead 🌸🌺🌷





+



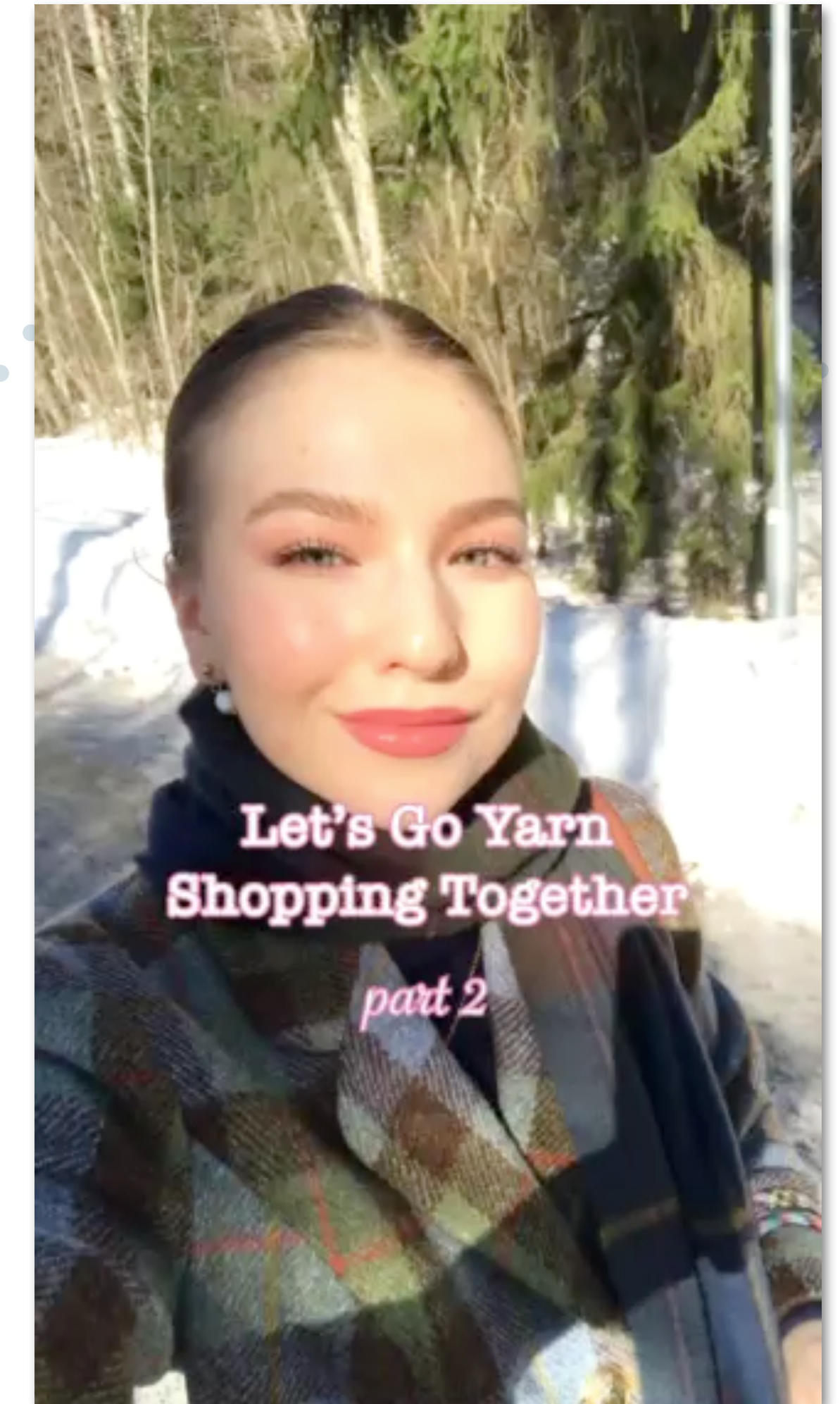
equipment

software

@therosomania on TikTok



tap to watch



tap to watch



March - April - May 2023

Social Media Manager

Häme University of Applied Sciences – Design Degree Programme

Content creation for HAMK Design's Instagram account: @hamkdesign

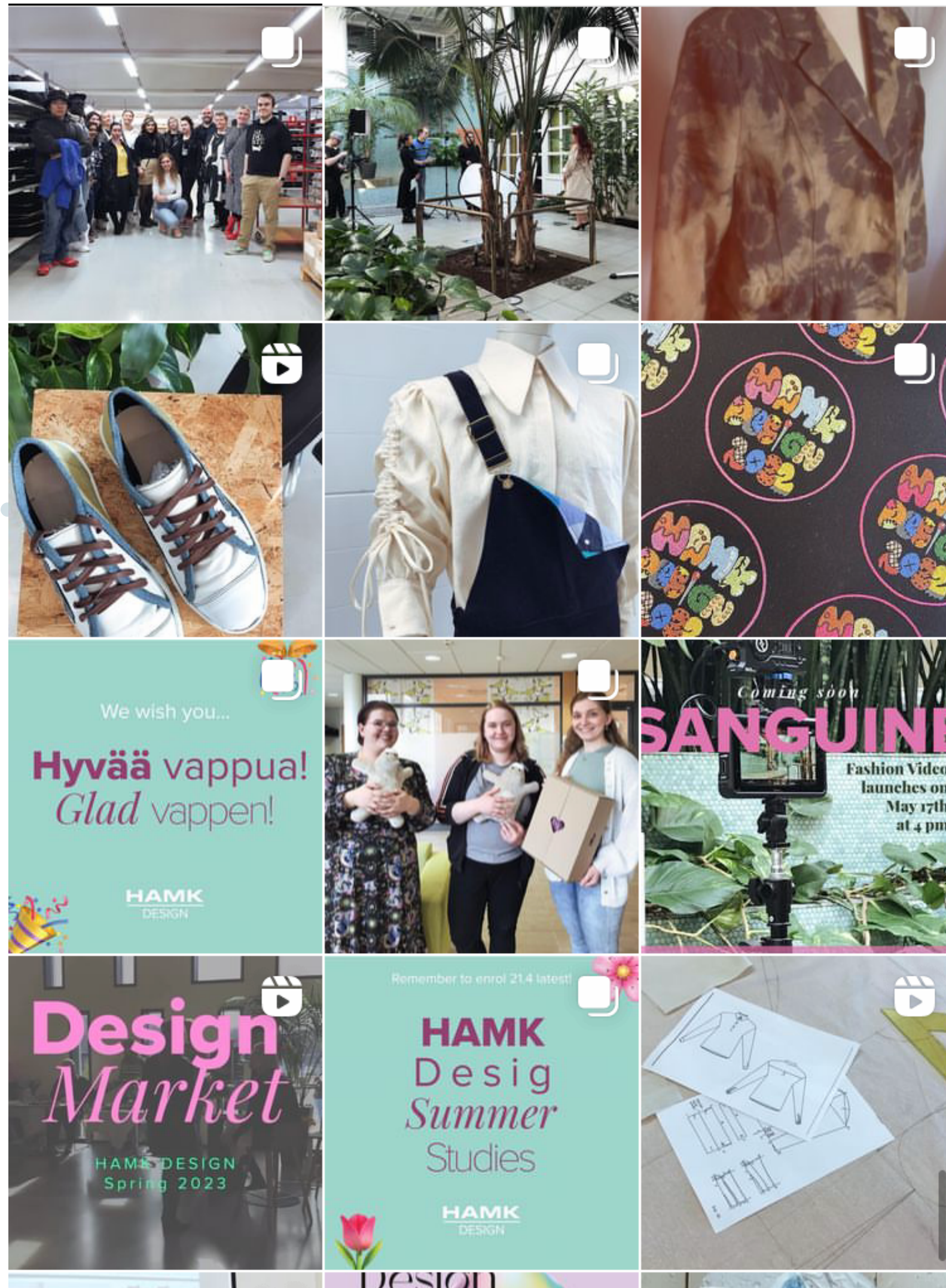
I learned so
much from
HAMK Design!



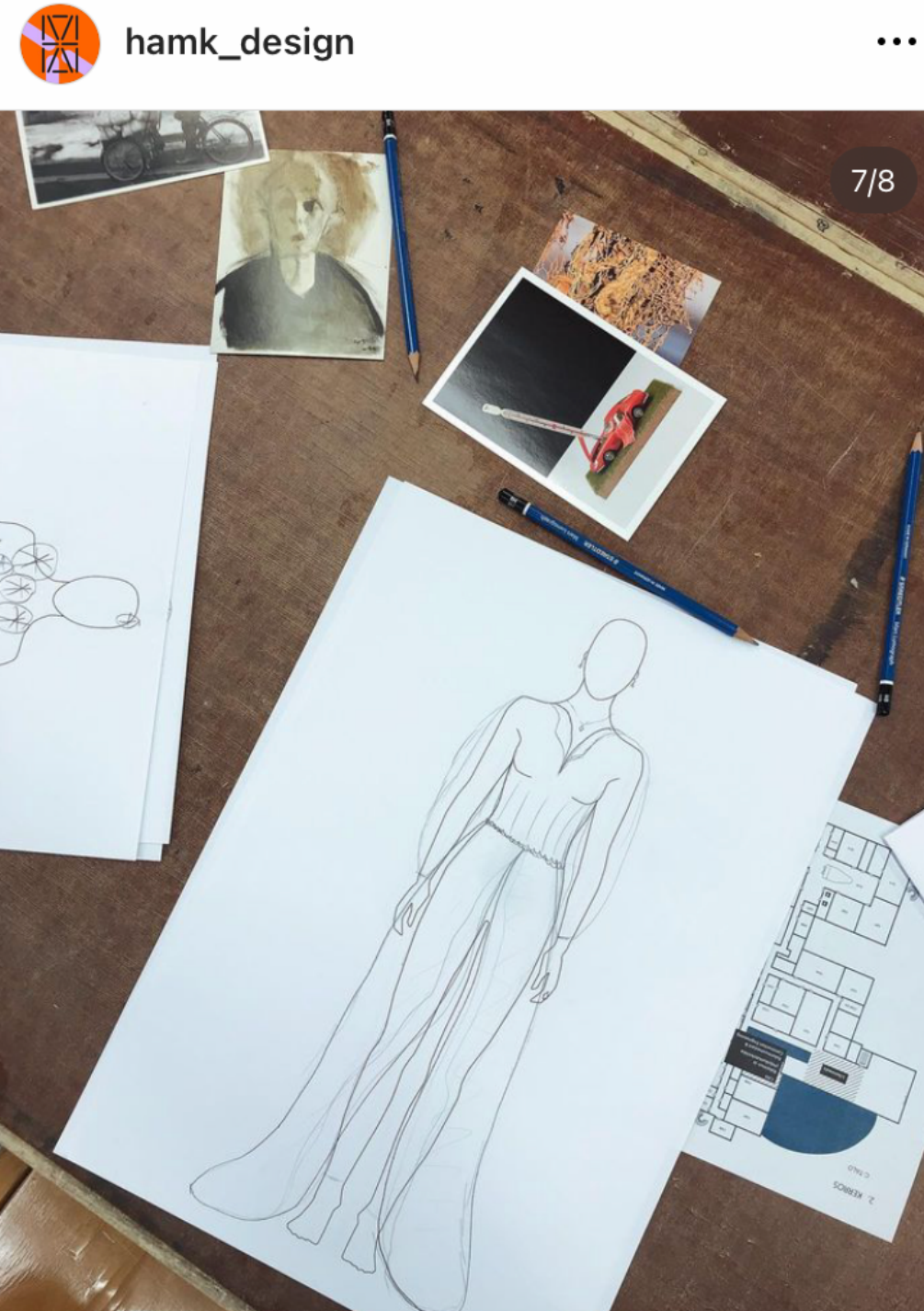
RESPONSIBILITIES:

Post schedule | Filming | Editing |
Publishing posts | Interviewing |
Caption writing | Creative direction |
Graphic design | Visual communication |
Blog writing | Attending events

@hamkdesign



HAMK
Häme University
of Applied Sciences



anne_ala ja 59 muuta tykkävät
hamk_design Moments from our Etkot-workshop today.

Experience the full day in our stories now!

#hamkdesign #hamk #designer #muotoilija
#smartandsustainabledesign #sketching
#fashionsketches #studydesign #designcreative
#älykäsjakestävamuotoilu #hamketkot

16. maaliskuuta 2023 · Näytä käännös



equipment software software software software

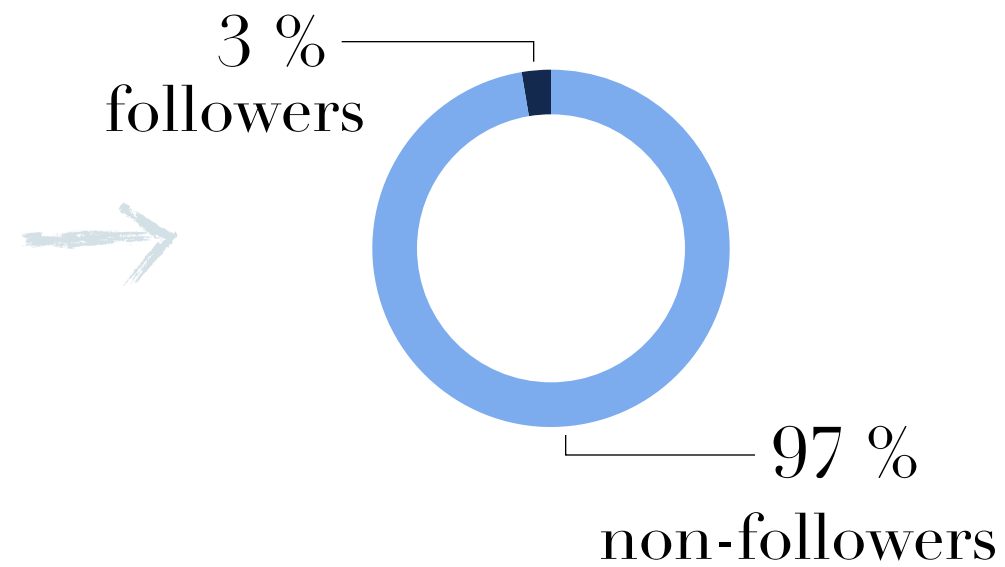
Analytic Highlights

Performance of the @hamkdesign Instagram account from February to May 2023. I worked there in March, April & May:

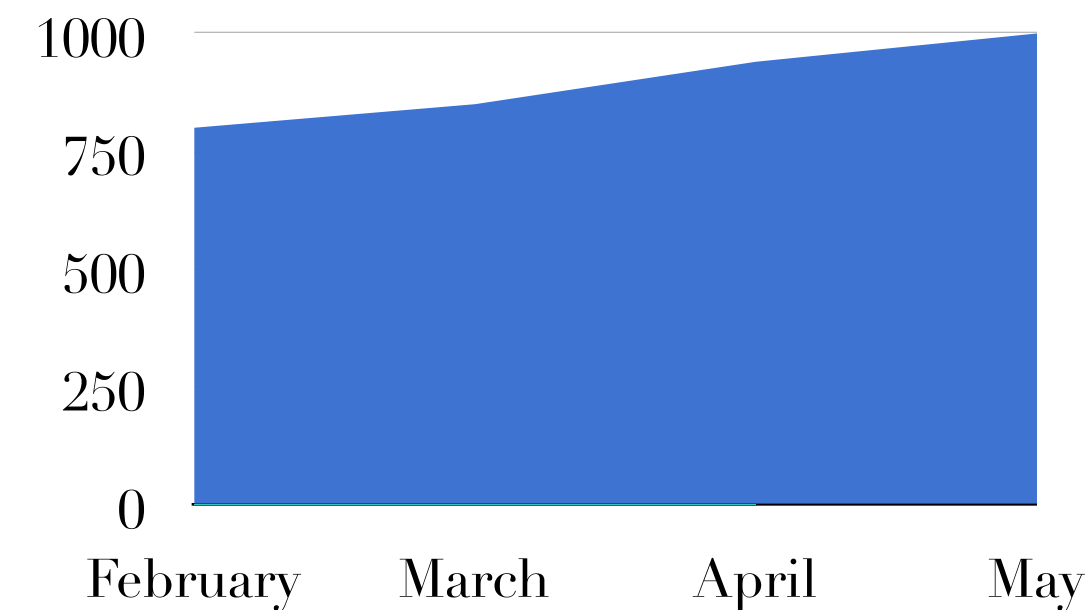
ACCOUNTS REACHED

38 662

81,7% from ads
+429% vs. previous 90 days



NUMBER OF ALL FOLLOWERS



617

engaged accounts

References

Siiri performed her tasks excellently and took care of the job professionally, carefully and independently.

– Anna Huoviala, Head of Education
anna.huoviala@hamk.fi
+358 50 521 1059

Thank you for following my journey!
Ready for the next step?



CONTACT ME

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+358 40 5016742

Linkedin