

## About me

After a successful career in a leading Greek company, I worked as a freelancer marketing consultant, and I continued educating myself on communication and digital marketing.

For many years now, I support the family business in marketing, communication, and commercial functions, and from time to time I work on digital marketing and communication projects for small businesses or organizations.

My personal interest in social and environmental issues, and my belief that education is the fundamental key to social change, lead me to a decision for a career change. As of October 2023, I'm pursuing a MSc in Circular Economy and Sustainability Strategies at University of Western Attica, while at the same time I started working as an Adults' Educator.

I successfully combine commercial, rational thinking with creativity and emotional intelligence. I am charismatic in verbal and non-verbal communication, a problem solver, a straightforward personality, an out-of-the-box thinker.

My professional dream is to use my talents and expertise for a good cause that will have an impact on society.

**Experience** **October 2023 - today**

**Adults' Educator in Public Institutes of Vocational Training and other Educational Centers**

Teaching courses on Marketing, Digital Marketing, Management, and Environmental issues.

**January 2005 - today**

**Head of Marketing at the family business, Elest Upholsteries**

Social media management, communications, administrative tasks, product development

**May 2022 – today**

**Digital Communications Manager - Volunteer, Solidarity Schools & Solidarity School of Mesopotamia**

Facebook page management, Facebook ad campaigns, content creation, events organizing.

**April 2021 – July 2021**

**Digital Communications Manager, CoopSociety**

Creation and management of social media accounts, website content update (WordPress platform), email campaigns (Mailchimp platform), Facebook ad campaigns

**May 2018 – August 2018**

**Marketing Director, Kedima – K. Karaiskos S.A.**

Marketing activities, product development, personal assistant to the owner.

**March 2017 – July 2017**

**Marketing Director, Modplus P.C.**

Marketing strategy, marketing planning, participation and supervision of company's website development, as well as other promotional materials

**May 2016 – May 2017**

**Marketing & Social Media Associate, Greek Forum of Migrants**

Digital communications strategy, social media strategy, training the social media team.

**April 2016 – June 2017**

**Social Media & Content Manager, Totalskin Dermatology**

Blogging (medical articles), Facebook page management, Facebook ad campaigns

**January 2014 – December 2015**

**Marketing & Entrepreneurship Consultant, IME GSEVEE Associate**

Marketing and communications plans, business planning and organizing, sales organizing & training, consulting on branding and positioning and on promotional activities.

**April 2012 – November 2012**

**Senior Brand Manager – B2B & Key Accounts, Media Strom (Athenian Mattress Company)**

Developing, planning and implementing a new marketing strategy for B2B & Key Accounts sales channels, with focus on:

- Market research, evaluation & segmentation
- Products development & management
- Pricing & commercial policies
- Customer management

**September 2006 – March 2012**

**Market Development Manager – B2B, Media Strom (Athenian Mattress Company)**

Responsible for all marketing functions regarding the B2B sales channel of the company, including:

- Market research design, interpretation & implementation of results
- Products design, development & management

- Customers' evaluation & management
- Pricing & commercial policies development
- Market predictions, budgeting & reporting
- Marketing & communication plans development
- Sales & marketing teams' alignment and coordination
- Training of sales teams, customers and employees
- Designing, creation & management of promotional and sales material, collaboration with advertising agencies
- Actively participating in sales functions, such as strategic planning and implementation of strategy & policies, working hand-by-hand with key customers and salesmen, in order to achieve goals.

Except from my specialization in B2B marketing, I was often the **Leading Project Manager** on major corporate projects, including Brand architecture design, Sales networks' development, corporate communication strategy, etc.

#### **March 2002 – August 2006**

##### **Product Manager, Media Strom (Athenian Mattress Company)**

Products development & management, participation in the development of corporate communication plans and pricing policies, as well as in designing marketing & promotional material in collaboration with advertising agencies.

#### **March 1999 – February 2002**

##### **Marketing Assistant, Media Strom (Athenian Mattress Company)**

Marketing Manager's personal assistant with substantial, active participation in products development & management, designing & management of marketing & promotional material, sales support, etc.

#### **December 1998 – March 1999**

##### **Telemarketing & Office Administration, Interamerican**

Personal assistant to an Executive Financial Consultant, telemarketing & tele-sales, office administration.

#### **Education**

- **Business Administration, specialization in Marketing** at Economic University of Athens
- Languages: fluent in **English**, a little **French**, a little **Turkish**
- Microsoft office, CMS, digital communication tools

## Seminars

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|-------------|---|
| <b>2024</b> | <ul style="list-style-type: none"> <li>• <b>Green Digital Skills, 24 hrs, INCO Academy</b></li> </ul>   |
| <b>2023</b> | <ul style="list-style-type: none"> <li>• <b>The Use of Change Theory to Create Sustainable Integration Strategies in Vocational Education and Training, 40 hrs, IDEC</b></li> <li>• <b>Transversal / soft skills on Blue &amp; Green Economy, 40 hrs, Eurotraining</b></li> <li>• <b>Adults training, 200 hrs, Panteion University</b></li> </ul> |
| <b>2022</b> | <ul style="list-style-type: none"> <li>• <b>Circular Economy, 200 hrs, D.YP.A.</b></li> </ul>   |
| <b>2021</b> | <ul style="list-style-type: none"> <li>• <b>Social Economy, Entrepreneurship &amp; Social Inclusion, 20hrs, Eurotraining</b></li> <li>• <b>Mentors for Social Economy, 20 hrs, PESKO</b></li> </ul>   |
- MOOCs (Massive Open Online Courses) from **Coursera**:
- |             |   |
|-------------|---|
| <b>2015</b> | <ul style="list-style-type: none"> <li>• <b>Introduction to futures thinking, Institute For The Future</b></li> <li>• <b>Introduction to social innovation, University of Cape Town</b></li> <li>• <b>Intercultural communication and conflict resolution, University of California, Irvine</b></li> <li>• <b>Types of conflict, University of California, Irvine</b></li> <li>• <b>Influencing people, University of Michigan</b></li> <li>• <b>Communication strategies for a virtual age, University of Toronto</b></li> <li>• <b>Critical thinking for the information age, University of Michigan</b></li> <li>• <b>Learning how to learn, Deep Teaching Solutions</b></li> <li>• <b>Mindfulness and well-being: foundations, Rice University</b></li> <li>• <b>Social Economy &amp; Innovation, IME - GSEVEE</b></li> </ul> |
| <b>2013</b> | <ul style="list-style-type: none"> <li>• <b>Adults Training, IME - GSEVEE</b></li> <li>• <b>AdWords, Google Greece</b></li> <li>• <b>On-line Marketing, Mikro Polytechnio</b></li> </ul>  |
| <b>2010</b> | <ul style="list-style-type: none"> <li>• <b>International Trade &amp; Exports, EEDE</b></li> <li>• <b>E-commerce for beginners, ELTRUN</b></li> <li>• <b>On-line Marketing &amp; Selling, ELTRUN</b></li> <li>• <b>Sales &amp; Negotiations, Alliances Educational Services</b></li> </ul>  |
| <b>2009</b> | <ul style="list-style-type: none"> <li>• <b>Retail sales: culture building, sales techniques, customer service, objections &amp; negotiations, sale closure, Dale Carnegie Training</b></li> <li>• <b>Class customer service, Dale Carnegie Training</b></li> </ul>   |
| <b>2008</b> | <ul style="list-style-type: none"> <li>• <b>Salespeople Coaching, Dale Carnegie Training</b></li> <li>• <b>Successfully leading people, Dale Carnegie Training</b></li> </ul>   |
| <b>2007</b> | <ul style="list-style-type: none"> <li>• <b>Sales Advantage, Dale Carnegie Training</b></li> <li>• <b>Negotiations for successful sales, Amacon Consultants</b></li> </ul>  |
| <b>2005</b> | <ul style="list-style-type: none"> <li>• <b>Building business executives, Amacon Consultants</b></li> <li>• <b>Successful sales, Amacon Consultants</b></li> </ul>  |
| <b>2001</b> | <ul style="list-style-type: none"> <li>• <b>Computing - Management – Euro, Amacon Consultants</b></li> </ul>  |

References upon request