

CHRISTINA STEFANIDOU

April 2024	Χριστίνα Στεφανίδου https://shorturl.at/1wbqj Writer
March 2023	
12.02.19 – 19.11.21	NetWise www.netwise.gr Digital Marketing Consultant
01.10.18 – 11.01.19	Generation Y www.generation-y.gr Marketing Consultant
21.12.16 – 30.09.18	The brand team www.thebrandteam.com Account Manager
21.12.16 – Present	:: μικρά διηγήματα :: www.christinastefanidou.gr Writer / Administrator
01.09.14 – 20.12.16	TREND HELLAS www.trendhellas.com Social Media & Digital Marketing Manager
05.09.13 – 31.03.14	NOVUSNET Digital Marketing Manager
01.12.11 – 30.04.12	Versace 1969 Marketing Manager
01.11.10 – 30.04.11	Leon & Partners Account Director

PUBLICATIONS

Writer of the short stories' literature book "ΜΗΤ[Ε]ΡΑ", Armos Publications, 2024, Athens, Greece.

Writer of the short stories' literature book "33", Armos Publications, 2023, Athens, Greece.

WORK EXPERIENCE

Strategic planning and Digital Marketing Consulting of retail, wholesale, education and service organizations. 360° Omnichannel communication, Social Media Management and content creation as well as copywriting. Clients: Ydrogios Insurance, 360U Education, Starks, Athens Beverly Hills Clinic, Yvonne Bosnjak, ELGEKA, Little Sparkle, Athens Clinic Lefkos Stavros.

Development of the audit, branding strategy, digital marketing plan and its execution, implementing the most cost effective, time efficient and impactful Omni-channel campaigns spanning from Performance Ads to Guerilla Marketing based on Market Research results. Clients: Konstantino, OroeOra Printezis, YODA-odc, Superbrands, Algosystems, Expatnest.

Outsourced collaboration for the management and implementation of the branding strategy and execution corporate and product identities. Responsible for the coordination of parties involved in the production of lovable identities. Clients: Cosmobrands, Karamolegos, Ajax Yachts, Orange2fly

Writer of short stories. Administrator of the wordpress blog and Facebook page. Some of my short stories have been published in newspapers, others won literary competitions and some are published in the digital magazine AKT (Ano Kato Teleia) of The National & Kapodistrian University of Athens.

Developed the Digital Marketing plan for the company. Outlined, designed and implemented the Facebook campaigns. Developed and prepared the weekly social media and websites' content, assisted in the development of the e-commerce tactics along with an augmentation of an ongoing scheme to refurbish the corporate identity. Organized and took part in various events (Publishers Exhibitions, School Events) in order to promote the company's presence according to the American Trend Enterprises' promotional standards.

Developed the Digital Marketing and Social Media Plan for the company. Researched all international competitors in the sector and schemed the corporate strategy, pricing list and SaS products for the year to come. Rebranded the company's corporate identity and launched the new website together with a branding and web development team.

Schemed and developed the brand in the International Market through sub licensee agreements along with research and plans for the production of private labeled products. Engaged in delegations with production companies especially from Turkey, China and Thailand. Consulted and reproduced legal contracts assisted by Law Firms and took part in the forecast of the company's cash flow.

Responsible for the strategy and action plans of the promotional campaigns of the benchmark stores of Electroniki. Monitored retail competition and built campaigns to accelerate sales through different media channels. Engaged in the day to day tasks as well as supervised and coordinated the production companies, the media shop and the creative department for the TV and Radio spots and print campaigns. Clients: Electroniki, SKAI TV and Radio.

05.01.10 – 30.06.10	Youth4Media Account Manager & New Business Development	<p>Introduced a new media platform to clients for the targeted advertising of products to young males in all Internet coffee points Nationwide through pc stations. Designed the mechanisms and structured the strategy for viral campaigns and interactive games.</p>
01.12.08 – 30.06.09	Metropolis Record Stores Marketing Communications Manager	<p>Built the company's new brand strategy and held responsible of its implementation throughout the 12 stores Nationwide. Launched the flagship store in the heart of Athens accompanied by targeted press and media coverage. Planned and coordinated the live events along with their exposure through different media channels, either ATL or BTL. Organized biweekly ad hoc in store events. Managed sponsorships and live broadcasts of radio stations from the flagship store.</p>
28.08.07 – 30.09.08	Dot Sa. Account Supervisor	<p>Planned, supervised and launched TV and Radio campaigns for new Nissan models in Greece and their custom made communication on behalf of dealers across the country. Duties also included competition analysis and yearly reviews of the automotive market in Greece. Observation and analysis of qualitative surveys conducted on behalf of Nissan. Adaptations of promotional material from Europe and USA for all below mentioned clients. Clients: Nissan, Kawasaki Motors, New Balance - Columbia.</p>
29.08.05 – 10.07.07	Karamella Account Manager	<p>Responsible for the development and execution of each client's campaign, either product or service oriented and the coordination of all parties involved during the process. Supervised and coordinated consortium companies for the GNTOs' International advertising campaigns. Formed integrated presentations for each client's expansion in the Market. Attended qualitative and quantitative surveys in order to achieve each product's targeted and most impactful promotion. Responsible for invoicing and financial offers. Engaged in many Public and private sector Specs. Clients: Greek National Tourist Organization – GNTO, Ministry of Culture, Mastihashop, MAD TV, Aegli (Zappeion) , GOLA Restaurant - Mykonos, AEK FC, REDFM.</p>
05.10.03 – 30.07.05	Arrow Account Executive	<p>Responsible for the Media and Press Agencies' coordination, press insert monitoring, TV/RF spot competition analysis, status and contact reports, assistance in budgeting for all ATL and BTL clients. Launched the first ten Starbucks stores in the Greek Market and the IKEA store in Athens. Attended qualitative surveys for the repositioning of NIKAS deli meats and contributed in the designing of the new packaging of the company's products. Clients: IKEA, Starbucks, BOUTARI wines, DODONI ice creams, NIKAS.</p>
01.11.00 – 31.01.01	Cleverbank www.cleverbank.com Internship Research Assistant	<p>Researched the history of Olympic Games and their executions for the purpose of 'Athens 2004 Olympic Games' branding strategy.</p>
10.09.99 – 30.06.00	OLYMPIC Airways www.olympicair.com Translator / Assistant P.A.	<p>Translation from Greek to English and vice versa of legal and economic texts from trade unions and governmental representatives as well as incoming mail. Assisted the Personal Assistant to the CEO.</p>

	EDUCATION		SEMINARS
05.01.10 – 30.06.10	CIM London, The Chartered Institute of Marketing -ΕΕΔΕ, Athens www.cim.co.uk Diploma in Digital Marketing	2016	Creative Writing with Vassilis Rouvalis, writer, journalist and publisher, Athens.
1998- 2003	The American College of Greece, DEREΕ College, Ag. Paraskevi www.acg.edu Bachelor of Arts – Communication Studies and Journalism	2015	Creative Writing with Alexis Stamatis, writer, Persona Grata, Athens.
1997-1998	Foundation College, Athens www.fcollege.gr Foundation Courses in Humanities (Psychology)	2010	Interior Designing - American College of Greece (Deree College), Athens, Greece.
		2000	2000 Global Communications and International Advertisement , University Libre de Bruxelles, Brussels, Belgium.

PROFILE & SKILLS

Professional Profile	Experienced professional in the Advertising and Communications field. Successfully developed within the Client Service, Marketing and Digital Marketing departments of multiple advertising and digital agencies, dealing both with national and multinational Brands from the FMCG and Retail to Public Sector and Automotive Industry. Highly communicative, organized, initiative prone and proactive, avid writer in both Greek and English, with great adapting capabilities in hectic time plans as well as in demanding tasks. Team player, eager in efficiently and effectively deliver results capitalizing on cooperation and tools available,
Mother tongue	Greek
Other languages	English (excellent) German (elementary)
Computer Skills	Excellent use of PC MS Office. Great familiarity with all social media platforms (Facebook, Instagram, X, TIK TOK, Google+, Youtube, Whatsapp, Viber, etc.) Creative tools (Canva, prezzi, Infographics, etc.), data and statistic analytics (Google Analytics, Facebook Insights, etc.) and WordPress.
Interests	Writing, reading, swimming, dancing, decorating, gardening, yoga.
Additional Information	Car license Speed boat license Recommendation letters available
Personal Information	Birthdate: 3.3.1980 Mother of one Email: stefanistina@gmail.com Mobile: +30 6972 993275