

MARINA KONSTANTAKI

DIGITAL MARKETING & COMMUNICATIONS PROJECT MANAGER

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👤 SUMMARY

I'm a Communications and Digital Marketing professional with a background in Media, Cultural Production, and Education. I create content, manage social media strategies, and coordinate events and PR projects. Currently, I'm freelancing at a production company, overseeing communications and social media projects while leveraging storytelling and my educational expertise to engage audiences effectively.

📁 EXPERIENCE

Communications & Social Media Project Manager, The LazerCow (Freelance) 2025-08-01 - Present

- Manage communications and social media projects for multiple clients
- Coordinate content creation, publishing schedules, and campaign execution.
- Align stakeholders and ensure timely delivery of projects.

On-Camera Presenter & Scriptwriter (Freelance), LiFo 2025-06-02 - Present

- Appeared as an actor in video content for LiFo, a leading Greek press outlet.
- Wrote and developed scripts for on-camera presentations.
- Collaborated with production teams to create engaging, professional content.

Voice Over Artist, (Freelance) 2024-08-01 - Present

- Recorded voice-overs for commercials, radio spots, and digital campaigns.
- Appeared on-camera for video content, supporting brand messaging and campaign visuals.

PR & Communications, GPA Ecosystem of Companies 2025-06-01 - 2025-08-01

- Wrote press releases and managed media relations.
- Organized media tours and monitored press coverage.
- Served as secretary for Innovation Lab Project (meeting minutes, presentations).

Social Media Manager, Active Media (Freelance, per project) -

- Managed social media accounts for large-scale events (Zagori Mountain Race, Greek Maritime Golf Event, Santorini Experience).
- Planned content calendars, published posts, and monitored performance metrics.
- Coordinated with event organizers and other stakeholders to ensure cohesive messaging.

Content Creator & Social Media Editor, Startupper & BusinessVoice Mag 2023-12-15 - 2025-06-01

- Covered international events (MWC Barcelona, HR Scaleup Summit) for social media channels.
- Produced content for TV show "Monokeros" and managed real-time social media updates.
- Transcribed interviews and supported editorial tasks.
- Managed Social Media Accounts

Audiobooks QC (Freelance, per project), Jukebooks -

- Checked technical and content accuracy of audiobook recordings.

- Ensured consistency in pronunciation, pacing, and audio quality.

Sound Engineer & Vidcast Presenter, Bookvoice

2022-12-15 - 2024-07-31

- Produced, recorded, and edited podcasts and audiobooks.
- Served as audio engineer for audiobook recordings featuring well-known Greek actors.

Music & Movement Instructor, DRASIS Camp (Seasonal)

2021-05-01 - 2021-08-31

Internship, Megaron – The Athens Concert Hall

2019-12-02 - 2020-07-31

 **EDUCATION**

MSc in Educational Sciences, Specialization: Psycho-pedagogy of Reading, Reading Promotion & Educational Material In Progress

National and Kapodistrian University of Athens

Diploma in Digital Marketing 2025-12-12

Knowcrunch

Sound Engineering & Music Technology 2020-06-30

IEK AKMI

Department of Geography & Applied Economics 2020-03-15

Harokopio University of Athens

7,5

 **SKILLS**

Content Creation & Copywriting	Press & Media Relations	Adobe Premiere Pro (Basic Video Editing)
Adobe Photoshop (Basic Editing)	Microsoft Office (Advanced)	Stakeholder Management

 **LANGUAGES**

- ItalianFluent
- EnglishFluent

 **AWARDS**

- Erasmus+ Scholarship – Università degli Studi Roma Tre
- Literary Award – “Children’s Fairy Tale” Category

 **VOLUNTEERING**

- Athens Science Festival
- “Boroume” Non-Profit Organization
- Museum of School Life & Education