

PERSONAL INFORMATION **Maggie Pouplis**

 Methonis 4 & Mystra Marousi Athens Greece

 +30 213 0328476 / +30 6948597072

 Grabathought@gmail.com

<https://www.linkedin.com/in/grabathought/>

Sex Female | Date of birth 25/01/73 | Nationality Greek/American

WORK EXPERIENCE

02/22-06/22 Senior Creative Director PRM GLOBAL (**Contractor** for Neom | AIUIa | H hotels Collection)

05/2018 - ... Communication and Innovation Creative Services Consultant

Douleutaras.gr

Ikos &Sani Resort

Santa Marina Arachova

Natural Doctor

Intrasoft International

Dimand S.A.

SingularityU Greece Summit 2018

– Member of the Leadership Team and Communication Consultant

Marketing Greece

Advertising Agencies (Ogilvy, Publicis, DDB, Solid Havas, Magnet, Olyvon London)

Athens Municipality (10/2017 – 4/2018)

10/2017-05/18 Creative Project Manager for Athens 2018 World Book Capital City

03/2017 – 10/2017 Creative Director- Innovation Strategist

Solid-Havas , Athens

- Implementing successful campaigns (ATL – BTL – DIGITAL) that managed to combine creativity with measured results. Conceptualizing and presenting the ideas to the client and ultimately delivering them in the best possible way.

- Managing 3 art directors and 2 copywriters

Business or sector Advertising Agency

09/2015 – 03/2017 Digital & Innovation Creative Services Director

Tribal Worldwide, Athens

- Conceptualizing and presenting unique digital ideas that would create impact and engage consumers with the brands. The strategy and planning needed for each idea played an important role on the implementation of the concept.
- Managing 6 art directors, 2 copywriters and 4 content writers

[Business or sector](#) Advertising Agency

01/2013-08/2015 **Associate Creative Director**

Fame Communications (Frank & Fame since 2014), Athens

- Implementing successful campaigns (ATL-BTL) that manage to combine creativity with measured results. Conceptualizing and presenting the ideas to the client and ultimately delivering them in the best possible way.
- Managing 1 art director and 1 copywriter

[Business or sector](#) Advertising Agency

01/2011-12/2012 **Creative Digital Copywriter**

Tribal Worldwide, Athens

- Implementing successful campaigns (ATL – BTL – DIGITAL) that manage to combine creativity with measured results. Conceptualizing and presenting the ideas to the client and ultimately delivering them in the best possible way.

[Business or sector](#) Advertising Agency

09/2018-01/2011 **Creative Director, Co-Founder**

D.I.P. (Design in Progress) , Athens

- Implementing successful campaigns (DIGITAL), conceptualizing and presenting the ideas to the client and ultimately delivering them in the best possible way.
- Managing 1 art director and 1 junior copywriter

[Business or sector](#) Advertising Agency

09/2006-09/2008 **Associate Creative Director**

Leon & Partner, Athens

- Conceptualizing and presenting ideas to the client and ultimately delivering them in the best possible way.
- Managing 1 art director and 1 copywriter

[Business or sector](#) Advertising Agency

01/2005-08/2006 **Senior Copywriter**

JWT Spot Thompson , Athens

- Conceptualizing and presenting the ideas to the client and ultimately delivering them in the best possible way.

[Business or sector](#) Advertising Agency

03/2004– 12/2004 **Senior Copywriter**

Dot& Dash , Athens

- Conceptualizing and presenting the ideas to the client and ultimately delivering them in the best possible way.

Business or sector Advertising Agency

01/2000 – 11/2004 **Copywriter**

BBDO, Athens

- Conceptualizing and presenting the ideas to the client and ultimately delivering them in the best possible way.

Business or sector Advertising Agency

1998-1999 **Concept Developer – Digital Copywriter**

Easyweb New Media Agency (VOX) , Athens

- Conceptualizing and presenting unique digital ideas that would create impact and engage consumers with the brands.

Business or sector Advertising Agency

1995-1998 **Corporate Communications & PR**

Fantoni Hellas S.A., Athens

- Designed and managed various marketing campaigns
- Planned and implemented various corporate events
- Promoted company brand through press trade show and media outreach initiatives.
- Assisted in development and coordination of specific customer communications

Business or sector Office Furniture company

EDUCATION AND TRAINING

1991-1993 **Bachelor Public Relations**

Replace with EQF (or other) level if relevant

St. George, Athens

1997-1999 **Bachelor Creative Writing & Journalism**

Replace with EQF (or other) level if relevant

ICS , Glasgow

PERSONAL SKILLS

Mother tongue(s) English / Greek

Job-related skills

- Design Thinking
- Digital Innovation/Transformation skills
- Excellent SEO skills gained by my 10-year specialization as a travel writer for major Greek websites (This is Athens and Discover Greece) and island luxury hotels (Mozaik Advertising Agency) .
- Excellent presentation skills gained through my experience in Advertising
- Excellent team-leading skills gained through my experience as a CD and PM
- Excellent mentoring skills gained through my experience as a CD and Content Strategist
- Strategic thinking gained through seminars and my experience as a CD
- Good organizational skills gained through my experience as a CD and PM

Computer skills

- Proficient with Microsoft Office™ tools
- Proficient with PM Tools (ASANA – WRIKE)
- Proficient with all Social Media Channels

ADDITIONAL INFORMATION

Projects

- AMVER AWARDS 2020 Book
- Port Piraeus Plaza
- This is Athens
- Athens 2018 World Book Capital. PM for the pre-launch period (OCT 2017 -APR 2018)
- VUZE. (Free Press Magazine 2007-2010) I was editor in chief and co-founder.
- Paramana Puppet Theatre: Creative Direction and adaptation of a Chinese fairytale : The Crescent Moon Bear

Conferences

- DESIGN ATHENS 2019 – SPEAKER “empathy and design thinking”
- DIGITIZED (2013-2018)
- TEDx Athens (2013-2018)
- GOOGLE CREATIVE SANDBOX (2016)

Seminars

- SingularityU Greece Summit (2018)
- American College of Athens: Script writing Seminar
- Ekebi : Advanced Writers Seminar
- IFFP FILM LABS: The Camp (Screenwriting)
- Digital Marketing Seminars Online (Coursera)
- PM online courses (UDEMY)

Honours and awards

- Bronze Ermis 2016 Digital E.J. Papadopoulos S.A
- Gold Ermis 2010 Electrocycle Greece
- Effie Silver Award 2006 SKAI TV
- Effie Bronze Award 2006 Unilever
- Silver Ermis 2002 3M
- Grand Ermis 2001 Rolco -Vianil
- 1st place @ S.I.X. Dogs Art City Contest 2011

