



### Sotiris Katselos

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## Professional Experience

- 07/16-today** Communication Consultant at “Intermediary Agency for Operational Programmes of Competitiveness & Entrepreneurship (EFEPAE)” for the Operational Program “Competitiveness, Entrepreneurship & Innovation” (EPAnEK) Managing Authority. Responsibilities: Planning and implementing the communication and publicity activities for the Program’s Actions and operations towards potential beneficiaries and the market, also responsible for social media content, PR releases etc. Since **01/21** I am holding the additional role of the coordinator of the Information Office (Staffed with 5 employees)
- 09/22 – today** “Public relations and communications” tutor at Tabula Rasa “Creative writing lab”
- 01/22 –04/22** Coordinator at the 2<sup>nd</sup> international conference PLAY ON EARLY EDUCATION (27-30/04/2022)  
**01/19 –04/19** Coordinator at the 1<sup>st</sup> international conference PLAY ON EARLY EDUCATION (11-13/04/2019)
- 01/16 – 06/16** Communication Consultant as external associate at SPRINT communications. Providing project management services at the info desk of the Operational Program “Competitiveness, Entrepreneurship & Innovation” (EPAnEK) Managing Authority
- 02/15 – 12/15** Communication Consultant as external associate at SPRINT communications. I was providing communication services at the Operational Program “Competitiveness, Entrepreneurship & Innovation” (EPAnEK) Managing Authority, regarding the communication of the results of the previous operational Program and the assessment of the communication strategy of EPAnEK.
- 11/05 – 01/17** Main Partner up to 2008 και later owner of the creative/advertising office “antstudio”. My main duties included: client service, creative management (art directing, copywriting/concept creation), project management (developing corporate profiles/presentations, web pages, local advertising campaigns, events, commercial exhibitions et al), writing (press releases, slogans, presentations etc), marketing and communication consulting. *Clientele: Construction firms, education sector, Retail, health sector, beauty sector, tourism, aviation etc*

## Education

- 2001- 2002** MLitt (Master of Letters) in Management, Economics & International Relations. University of St Andrews
- 1999- 2001** BA (Hons) Business Management 2.1 (specialization in Marketing) Manchester Metropolitan University
- 1997-1999** HND in Business & Finance (Merit) North Tyneside College (in collaboration with Mediterranean College - ECS)
- 1997 –1999** Marketing Diploma from Vocational Institute (Certified by O.E.E.K.)

## Awards

**23/03/22** 1<sup>st</sup> prize of “short film script for 1821” competition. Organized by Scriptwriters Guild of Greece

## Other Skills

MS Office, Corel, InDesign, Photoshop, Google adwords, Wordpress, Facebook/Meta ads manager, Slack, Pixlr, Canva

**Languages:** Greek, English

## Attendance of seminars and conferences:

The following list includes only the most recent:

- 11-12/10/22** [AdWorld 2022](#)
- 21/06/22** [Creative thinking & Brainstorming by Marialena Koutli, Learn 2 grow](#)
- 04/03/22** [Agile Project Leadership](#)  
By: Kelley O'Connell, LinkedIn seminars
- 14/02/22** [Managing a Customer Contact Center](#) By: Brad Cleveland, LinkedIn seminars
- 07/02/22** [Project Management Simplified](#) By: Chris Croft, LinkedIn seminars
- 19/01/20** [6th Design Athens, Graphopress](#)
- 15/01/20** ["Growth Hacking, one more name for digital marketing"](#), Growth Hacking Academy

## Articles

A series of small articles has been hosted on several media, about marketing and communication.

### Most recent:

- 27/08/2022** Ελληνικός αθλητισμός, η ευκαιρία για το εθνικό μας branding, (Greek Sports, an opportunity for our national branding) The Caller
- 28/12/2020** “Η ψυχοθεραπεία των εθνών (States under therapy)”, Η «Αξία», The Caller
- 30/07/2020** “Γιατί απέτυχε η Pizza Hut (Why Pizza Hut failed), The Caller
- 04/08/2015** “Επιβίωση στις νέες συνθήκες (Surviving with the new conditions)”, epixeiro.gr

## Interests:

Economics and IR (articles written by me have been published in Foreign Affairs Hellenic Ed.), History, social media, Startup entrepreneurship, Railway modeling, pop culture. In addition, I am Project manager at the [GHF project](#) which promotes the Greek History