



VALIA PAGIDA

Public Relations-Social Media Analyst

EXPERIENCE

03/19–

Account Executive • Touchpoint Strategies, Athens

Accounts -Watt+Volt, Epirus Bank, Lavipharm, Athenian Brewery, Ok Anytime Markets, Kaykas, Desfa, Media Markt, Seajets.

- Daily Reporting
- Preparing special reports, Monthly Reports
- Assisting in planning and implementing events
- Assisting and preparing press releases
- Follow ups

09/15–11/18

Social media Insights Account Executive • LMG- Athens

Accounts – Nestle, NBG Bank

- Online monitoring
- Crisis monitoring
- Prepare weekly, biweekly, monthly and YTD reports
- Assist in ad-hoc projects.

07/2013-12/2014

Journalist •Boro.gr Anna Drouza – Athens

Online Editor Assistant to the Chief Editor

- Covered a large area of the website such as daily political or social news
- Administered the Facebook page; distributed the questions of the viewers accordingly
- Researched, translated & produced articles for the site; produced psychology articles

06/2012 – 03/2013

Project Manager •ArtVision – Athens

- Offered tips on how to improve one's self-esteem (SEC) via online video and articles
- Monitored social Media for Athenian Brewery & Papadopoulos Biscuits

Personal Data

Date of Birth 10/04/1988



Dionysos
Athens, Greece



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FIELD OF INTEREST

Public Relations, Social Media, Online Reporting, Strategic Communication, Brand Marketing, Media Management

PERSONAL INTERESTS

Reading psychology books, searching on current social media news, drawing comics

- Prepared presentations for collaborations; translated related articles
- Provided web content for the site including photos, articles and video
- Contributed to projects (Questionnaires, selecting and providing daily business news)

11/2011 – 05/2012

Intern/Client Service Civitas SA – Athens

Accounts- Athenian Brewery, Lavipharm, Chiquita, Adidas Hellas, Henkel, Tetra Pak

- Social Media Calendar
- Daily Reporting
- Conducted follow ups
- Assist on event implementation
- Online monitoring

EDUCATION

09/2010 – 09/2011

Cardiff University – Cardiff, Wales, United Kingdom

Master of Arts in International Public Relations

Dissertation *“Social Media as a Communication Tool for Greek Enterprises”*

09/2006 – 06/2009

DEREE – The American College of Greece – Athens, Greece

Bachelor of Arts in Communication; Concentration in Public Relations

SEMINARS- CERTIFICATIONS

03/2013 **Digital Marketing Workshop, Social Lab**

03/2018 -06/2018 **Digital Marketing Practitioner, Excelixi**

SKILLS

Languages Greek (Native), English (Proficient), French (Basic)

Technical MS Word, Excel, PowerPoint, Internet

Professional Good at working under pressure, collaborator, ingenious, communicative, strong in research, social media-curious