

Areti Vassou

Digital Strategy Architect



EXPERIENCE

Digital Marketing Director

GRAFIMEDIA

MAY 2016/ ongoing

Manage overall social media strategy process, including project schedules, Ad budgets and reports; prioritize and traffic multiple projects. Identify, analyze and understand target audiences and their specific communication needs – and develop effective messages for those audiences. Respond to rapidly changing business needs and specialities.

Develop effective strategies and comprehensive communication plans to promote the company specific business objectives and manage emerging issues. Provide strategic communications counsel that supports the success of individual projects as well as divisional and/or enterprise goals.

Establish specific performance measures that assess the effectiveness and impact of communications plans. Develop appropriate communication deliverables in support of internal communications and digital public relations. Research, refine, analyze, and make use of relevant information in preparation of communications.

Social Media Specialist

Digital Graphic Designer

HELEN MUDIE IOANNIDOU 2013/ongoing
RESVANI LANGUAGE CENTER 2015/ongoing
IOANNIS KARAFYLLIS 2015/ongoing
LOOK4STUDIES 2016
BE YOURSELF 2013-2015
AST PRODUCTS 2012-2015

Manage all circle of Inbound and Outbound Marketing. Develop new leads for the business through market research. Coordinate web based activities and advertising campaigns. Act as the first point of contact customers and handle orders.Process new digital sales orders and provide customer care. Provide a fruitful customer experience. Understand customer requirements and act appropriately. Deliver increased sales.Coordinate and develop a strategic plan for business and sales growth.

Develop social media strategy. Ensure brand building within websites, bloggers and customers. Manage all social media planning, communications and reporting (Facebook, Twitter, Instagram, Google, Pinterest, Etsy). Generate, publish, curate & share daily unique content. Deliver unique and personalized custom made copywriting content. Build & manage community. Deliver crisis management 24/7 as needed.

A DAY OF MY LIFE



LIFE PHILOSOPHY

"Everything is doable"

MOST PROUD OF



Courage I had

To travel the planet before my 30s and create my own company



Laser Focus & Stamina

For discovering the best even during the darkest hours



Grafimedia's Growth

HealthCare Business Award for Company Products

STRONG

- Advertising
- Marketing Strategy
- Social Media
- Web Design
- Online Marketing
- Graphic Design
- Social Media Marketing
- Brand Development
- Marketing Communications
- Social Networking

LANGUAGES

- English ●●●●●
- Italian ●●●
- French ●●●
- Turkish ●●●
- Greek ●●●●●

EDUCATION

Digital & Social Media Marketing
Deree & KnowCrunch Certification 2016

M.S. in Graphic Design
Coventry University 2014

B.S. Design & Applied Arts
Southeastern College 1996