

CHARIKLEIA TSOUPAKI




PERSONAL PROFILE

Marketing professional with 15y experience in building, maintaining & running multi-channel marketing projects & campaigns. Highly creative, ambitious & efficient in leading teams of marketing professionals to meet and exceed their goals.

SKILLS

- Advanced Social Media Knowledge (FB, Instagram, Tik Tok, LinkedIn, Youtube, Twitter)
- Google Adwords & Analytics basics
- Facebook Paid Media Performance Hacking
- Market research practices and techniques.
- Ability to analyze data and draw insights
- Principles, methods and techniques of marketing strategies.
- Adobe Photoshop / Lightroom / FCPX
- Successful working in a team environment, as well as independently
- Ability to work under pressure and multi-task
- Efficient Project Management Skills
- Ability to Inspire & lead

CONTACT

 Living in Helsinki
Finland

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 /haratsoupaki

EMPLOYMENT HISTORY

japster.fi
HEAD OF MARKETING
SEPTEMBER 2022 - MARCH 2023

Building the best vehicle-sharing app in the Nordics.

Japster is a Finnish tech-cored company that creates innovative solutions by connecting customers to vehicle-sharing companies. We are on a mission to change how people move around, and by doing so, we make our world a more sustainable place to live.

My role was about

- planning and implementing marketing strategies
- Brand development
- Digital Advertising and marketing communications
- Community build and management
- Customer/market research
- Competitor intelligence

FOREIGN LANGUAGES

GREEK : MOTHER LANGUAGE

ENGLISH : LEVEL

PROFICIENCY (University of Cambridge, University of Michigan)

SPANISH: LEVEL VERY

GOOD (Diploma Basico)

GERMAN: LEVEL VERY

GOOD (Mittelstufe II)

CERTIFICATES

Digital Marketing Associate Certification by META Technologies

June 2022

Digital marketing by Coursera 6month course Certificate

June 2022

Greek Business Management Organisation

2002 -2003

Executive Secretary Seminars (48hrs)

theferries.com

Digital Marketing & Creative Strategist

JUN 2015 - AUGUST 2022

This company started as a start-up. For the first 4 years, I was in the main team of 5 people, responsible for B2B marketing, and funding. I helped the company find its brand voice and positioning and distinguish itself from the competition. The tools I used were

- thorough research
- interviews
- community monitoring
- finding the pains of the personas and making clear how we can help them

After the 4th year, my main responsibilities were

- Social Media & Paid Advertisement
- Digital Branding
- B2B Marketing
- Funnel Research and Strategy

Eyewide Digital Marketing for Travel & Tourism Digital Marketing Manager

FEBRUARY 2021 - JUNE 2022

Leading a team of 5 people (google ads specialist, FB performance specialist, graphic designer, SALES & OTAs specialist) to accomplish our monthly & seasonal goals.

In particular

- developing, implementing, and managing Digital marketing campaigns
- Assisting in formulating strategies to build a lasting digital connection with consumers.
- Building online brand awareness
- Analyze and interpret data
- Identify trends and insights, and optimize spend and performance based on the insights.
- Budgeting
- Coordinate, lead & inspire the team
- Social Media Managing & Content Creation

MY PROFESSIONAL MAP TEST

I AM A VISIONARY - Creative, Introspective, Persuasive

RARE—8.2% OF USERS

Visionaries are all about creating their own artistic empires. They crave independent and unstructured spaces where they can be creative. They value aesthetics and environments that offer variety and change. They can be very assertive when it comes to expressing their points of view. Visionaries are risk-takers and feel pure excitement when they develop new ideas.

An Artistic person is in tune with their senses and has refined tastes that they apply to their creative endeavors. An Enterprising person is energetic and a natural risk taker that fits well into leadership roles.

Artistic 99%
enterprising 94%

Art & Dance Factory, Dance School & Entertainment Company Managing Director

SEPTEMBER 2012 - AUGUST 2021

- Managing the Digital Marketing & Content Creation / Creating Campaigns
- Planning, Organising & implementing dance festivals, shows, events.
- Public Relations & Press / Media Communication
- Directing a team of photographers & videographers for the schools' projects' videos and photos.

www.protein-shop.gr

Social Media Marketing / Paid Media Advertisement

FEBR 2018 - JUNE 2020

- Creating marketing & social media campaigns and strategies.
- Landing page optimization, email marketing
- Ensuring brand consistency in marketing and social media messages by working with various company departments, including advertising, product development, and brand management
- Collecting customer data and analyses interactions and visits, and using this information to create comprehensive reports and improve future marketing strategies and campaigns
- Research and monitor the activity of company competitors

NETMECHANICS LLC

Social Media Manager - Paid Advertisement

AUGUST 2012 - SEPTEMBER 2015

- Managing all the SM accounts for the customers
- Creating effective SM strategies for paid advertisement, analyse data and optimise campaigns
- Collaborate with other team members (Google ads , website designers, graphic designers)

OTHER STUDIES

GREEK CONSERVATORY

Seven years of Classical Guitar Studies

Greek Ministry of Education & Religious Affairs, GREECE

1995 - Adequacy & permission to teach English as a foreign Language

HOBBIES & ACHIEVEMENTS

- Travelling
- Photography - videography
- Women PADEL TENNIS CHAMPION CRETE 2019 - 2020 - 2021
- Reading
- Hiking

BAKED Digital Advertising Company Account Manager (Social Media Marketing & SM Photographer)

AUGUST 2012 - SEPTEMBER 2015

- Developing strong relationships with customers & identifying new business opportunities among existing customers.
- Creative Briefs
- Creating marketing & social media campaigns and strategies, including budget planning, content creation, and implementation schedules.
- Photographing for the company's clients in order to use the material in Social Media Advertising
- Google Adwords Ads / Facebook Ads

Municipality of Heraklion Communications Manager

JUNE 2010 - JUNE 2012

- Implementing European Programmes & Funds in the Municipality of Heraklion. Overseeing all internal and external communications, ensuring the message is consistent and engaging.
- Creating informative and interesting press releases, press kits, newsletters, and related marketing materials.
- Planning, Organising & Implementing Seminars & Events on behalf of Public Services, along with the support of Wuropean Funding Programmes
- Leading the marketing and public relations staff.

LAVRIS HOTELS

RE-BRANDING PROJECT (form 4 star Hotel to 5-star luxury resort)

1 YEAR CONTRACT / 2010

- Analysing brand positioning and consumer insights
- re-Shape and re-define hotels' vision and mission
- Manage a team of marketing people, web developers & graphic designers working on re-branding initiatives
- Align the company around the new brand's direction, choices and tactics
- Educate staff

VOLUNTEERING

RED Cross Finland

IntePro Finland

Member of "**I read for others**" Greek Organisation, where we form teams and read books to children & elderly people living in Institutions away from their family.

Also we produce audio CDs reading books for people in Institutions like Jails, blind people etc.

HUIS TEN BOSCH RESORT JAPAN

Events Manager

FEBRUARY 2009 - OCTOBER 2009

- Managing performances, events, artists, and entertainers
- Book the summer seasons Events & Shows
- Manage and coordinate suppliers and all event logistics (for example, venue, catering, travel)
- Managing Budgets & negotiating contracts and fees
- post- Evaluation of the Events / Shows

MINOAN LINES SA

International Marketing Coordinator

OCTOBER 2001 - DECEMBER 2008

- Compiling active & current data depending on the conditions of requests sent by different sections and getting acquainted with the number of sales met and achieved by the ferry operators in Europe
- Creating marketing campaigns and strategies, including budget planning, content creation, and implementation schedules.
- Ensuring that the business of the company is progressing in the right direction and is executed under the right supervision
- Configuring new thoughts and ideas with the intention to accommodate the near approaching sales plans and programs
- Organizing, arranging & attending important promotional events like European ferry exhibitions
- Maintaining healthy and decent relations with the active operators and international clients of the company
- Strategizing, supervising, administering, overseeing, arranging, and organizing marketing and sales plans and events
- Pointing out the needs for various new commodities, amenities, and services

VISION

Innovate
Offer
Breakthrough
Excel

- Creating and enforcing global dispersion plans, events and programs, functionally and efficiently
- Traveling to meet with partners & educate them about our services.

Special Achievements

- 1) **2017**: Social Media Strategy / 2nd Award / HERMES GREEK AWARDS for our client Toys4u.gr
- 2) **2022**: Digital Marketing Strategy Award for 5star Hotel / Greek Hospitality Awards

EDUCATION

University of Surrey, United Kingdom

Msc Tourism Marketing

2003 - NOV 2004

International Hellenic University of Thessaloniki, Greece

BA Marketing

1996 - MAY 2000

Greek Ministry of Education & Religious Affairs, GREECE

1995 - Adequacy & permission to teach English as a foreign Language

The University of Michigan, English Language Institute, USA

1994, Certificate of Proficiency in English

CAMBRIDGE UNIVERSITY, United Kingdom

1993, Proficiency in English Language