

MARIA OIKONOMOPOULOU

MARKETING SPECIALIST

☎ 6942578146 ✉ mariaoko89@gmail.com 📍 Athens



Scan to check
my website

EDUCATION

Athens University of Economics & Business

Sept. 2016 - May 2019

Msc in Marketing and Communication

- Graduation Grade: 8,7
- 1st in the class, **Award of Excellence**

Sept. 2007-May 2013

Bsc in Business Administration

- Graduation Grade: 8,1
- Erasmus: University of Economics, Prague

SKILLS



Written communication



Imagination



Image & video creation-editing



Web design & UI management



Social media management

EXPERIENCED IN TOOLS/TECHNOLOGY

- MS Office (word, excel, powerpoint, outlook)
- Canva (images & video design)
- Wix (website design)
- Figma (app design)
- Open AI (content creation)
- Sengrid (newsletters)
- Intercom (chat & product tours)
- Slack, Asana (communication-collaboration)

LANGUAGES

- English: Excellent | IELTS: 8/9
- French: Basic | DLF

WORK EXPERIENCE

Marketing Specialist

April 2022-Today

Procureship

- Social Media management
- LinkedIn Advertising
- Creation of Presentations, Brochures & Surveys
- Creation of Images & Videos (tutorials + promo)
- Market Research & Competitive Analysis
- Google Ads
- Google Analytics
- Newsletters
- Blog Posts
- Marketing Budget
- Media Presence (coordination with PR Agency)
- Positioning

Content Creator

Partner | Sept. 2023- March 2024

Triphero.io

- Market Research
- Creation of Promotional Images
- Creation of Promotional Videos

Web Designer

Partner| April 2021-April 2022

Hellenic Aeronautical & Airsports Federation

- Creation of a new website for the federation
- Part-time Administrative Assistant

Partner | Nov. 2020-Feb. 2021

Madtax (consulting firm)

- Creation of website & its content

Admin. Assistant & Event Coordinator

August 2011-October 2018

World Chess Federation

- Admin Support for 192 chess federations
- Hospitality, registration & travel management for world chess events & 3 chess Olympiads

REFERENCES

- Arkady Dvorkovich, Ex Deputy Prime Minister of Russia (2012), FIDE President
[Recommendation letters](#)

AWARDS

Educational Application for Sustainability

- One of the Winning Teams of sustainability Hackathon 2022 by **Lidl Hellas & Laskaridis Foundation**
- Got selected to participate in Hack the Normal Sustainability by **Financial Times Talents & TNW**, 2022

Job Matching Application

- 3rd place in **OAED (Greek Public Employment Service)** crowdfundathon by Crowdpolicy and OAED, 2021

[The above resulted in multiple meetings with the Directors of DYPA (ex OAED) for actually creating the job portal (web & mobile app). It was a great experience to be in negotiation with one of the biggest social institutes of Greece.]

Markstrat Simulation Business Game in Mcs

- 1st place, role: Team Captain

HOBBIES

Chess (former Professional Athlete)

- 2 times Pan-Hellenic Chess Champion (Girls Category), 1st place in Pan-Hellenic University Championship , 2nd place in World School Chess Championships (Girls Category)
- Holder of the titles: Woman FIDE Master, National Arbiter & FIDE Chess Instructor

Judo (former Athlete)

- Pan-Hellenic Champion (Girls Category)

Reading

- Related to self-development & business

CERTIFICATES

Google

- Google & Kariera.gr: **Digital Marketing Camp** (selection from thousands of applications), OTE Academy, Athens
- Google Digital Garage: Principles of Digital Marketing-online course
- Google Ads- online course
- Google Analytics-online course

Vellum International Diploma (3 months)

- Internet & Social Media Marketing-online

Udemy (online courses)

- Complete Digital Marketing Course
- Sales Funnels Mastery
- Content Writing Secrets
- Sales Training: Practical Sales Techniques
- Powerful Social Media Marketing
- Design Rules: Principles and Practises

Hubspot Academy (online course)

- Inbound Marketing

WHY ME?

- | | |
|-----------------|-------------------|
| • Dedication | • Patience |
| • Determination | • Persistence |
| • Discipline | • Professionalism |

Amongst a growing pool of marketeers finding the right candidate might be tough. What sets me apart is a **strong work ethic** (comprised of the 3Ds & 3Ps above). If this resonates with your needs, I would be happy to start a discussion & explore ways to practically bring value to the company.

Thank you



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Athens, Greece



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