








**DIMITRA KARAGIANNIDI**  
FREELANCER

## INFO

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## STUDIES

**University of Piraeus**  
Department of Digital Systems  
Sept 2015 - Aug 2021

## PERSONAL CHARACTERISTICS

- Communication • Creativity
- Organization • Decision making
- Perception / speed of learning
- Time management • Teamwork
- Adaptivity

## SKILLS

- Social media • Google Suite
- Canva • Microsoft Office
- WordPress • Entersoft • Asana, Monday • Filmora • ChatGPT
- PHP, CSS, HTML, Javascript

Native Language: Greek  
Other Languages:

- English: C2 (Michigan University)
- German: B2 (Goethe Institut)
- Spanish: B1 (no certificate)

Driving Licence: Category B

## INTERESTS - HOBBIES

- Photography • Travel
- Technology • Art • Design • Nature

Volunteering:

participation in an environmental and cultural group, participation in a European youth program

## WORK EXPERIENCE

### Estia Home Art S.A - Digital Marketing & E-Commerce Coordinator

Oct 2023 - Present

- Social media management and performance analysis
- Written content creation such as product descriptions for the shop or the packaging, product naming, etc.
- E-shop management
- E-commerce client support
- Collaboration with internal and external partners to produce promotional material such as posts, banners, photoshoots, etc.

### Alter New Media - USA Remote

- Content Creator | Mar 2022 -Sept 2023

- Content creation for clients' social media calendars
- Blog writing and newsletter development for clients and Alter New Media
- Support with graphic creation for Alter New Media's marketing materials
- Guiding interns on content creation and setting creative direction for clients
- Miscellaneous creative work
  - Project Manager | February 2022 - May 2022
- Engaging with other team members and liaising between clients and company divisions/team members as needed
- Inserting, managing, and monitoring delegations among team members
- Monitoring milestones success and completion of team members' tasks and assisting in reporting materials
- Planning processes and protocols to continue streamlining the efficacy of team members to ensure client success
- Engaging with clients and taking meetings with clients, or with other team members
- Helping with technical issues on the SMM side such as syncing accounts, handling password issues, and communicating with clients/customers
  - Influencer Marketing Outreach Coordinator - May 2021- Feb 2022
- Setting up and managing influencer marketing campaigns
- Research and outreach to identified influencers
- Pitching and outreach to brands/organizations for partnerships
- Liaising with clients around campaign issues
  - Influencer Marketing Intern - Feb 2021 - May 2021

### Events Halls - Photographer

Oct 2016- Jul 2020

### Kallitechnio Social Cooperative Enterprise - Social Media & Website Manager

Sept 2018- Feb 2020

### Intralot S.A. - IT Internal Auditor Intern

Apr 2019- Jun 2019

### Sales Promotion Center - Promoter

Jul 2016-Oct 2016

\*contact me for more information

## SEMINARS

- **Fundamentals of digital marketing** - Google Digital Workshop 2021
- **Mega Digital Marketing Course A-Z** - Udemy 2021
- **Certificates - Tech Talent School 2020**  
Introduction to Social Media Marketing  
Grow your Brand Online with Instagram
- **Artistic Photography Lessons** - Kallitechnio Social Cooperative Enterprise 2015 - 2017
- **Photography Workshops - Orama Photography Studies** - 2014