




# DIMITRA KARAGIANNIDI

DIGITAL MARKETING SPECIALIST & FREELANCER


## CONTACT

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 N. Filadelfeia, Athens, Greece

## SUMMARY

Energetic, creative, and results-driven, I bring 4+ years of experience in digital marketing, across content creation, social media, influencer marketing, and e-commerce — both in-house and remotely. I move fast, think creatively, and deliver impact, always with heart, humor, and hustle.

## WORK EXPERIENCE

### **S. Nafpliotis ABEE** — E-Shop & Digital Marketing Coordinator

*Nov 2024 – Present | Athens, Greece*

- Launched and managed the brand's new e-shop in partnership with developers.
- Managed social media and digital marketing efforts.
- Tracked sales and implemented promotional strategies to increase visibility.

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

*Oct 2023 – Nov 2024 | Athens, Greece*

- Handled end-to-end management of digital marketing and social platforms.
- Produced content for the e-shop and product marketing (product descriptions, naming, visual campaigns).
- Ensured smooth daily operations and customer support for the B2B website.

### **Alter New Media** — Remote, USA

*Content Creator - Mar 2022 – Sept 2023*

- Created social content calendars, newsletters, and blogs across industries.
- Mentored interns and helped shape creative direction for clients.

*Project Manager - Feb 2022 - May 2022*

- Liaised between teams and clients, keeping projects on track.
- Ran client meetings, addressed tech/social issues, and ensured smooth execution.

*Influencer Marketing Coordinator - Feb 2021– Feb 2022*

- Launched influencer campaigns and secured partnerships through research & outreach.



## **FREELANCE PROJECTS**

Ongoing — Remote

Worked with clients in wellness, health, construction and many more industries.

Platforms included Instagram, TikTok, LinkedIn, newsletters, and blogs.

## **EARLIER EXPERIENCE**

Photographer — Events Halls (2016–2020)

IT Internal Auditor Intern — Intralot S.A. (2019)

Promoter — Sales Promotion Center (2016)

## **EDUCATION**

University of Piraeus — Dept. of Digital Systems (2015–2021)

## **CERTIFICATIONS & SEMINARS**

- Google Digital Workshop: Fundamentals of Digital Marketing
- Udemy: Mega Digital Marketing A-Z
- Tech Talent School: Social Media Marketing
- Instagram: Grow Your Brand Online
- Kallitechnio: Artistic Photography Lessons

## **SKILLS**

- Social media • Google Suite • SEMrush • Metricool • Mailchimp, Klaviyo
- 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

## **SOFT SKILLS**

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

## **INTERESTS- HOBBIES**

- Photography • Travel • Design • Volunteering (Erasmus+ & Cultural