

RANIA NIKOLAKOPOULOU

Presentation Portfolio

Dear Hiring Manager,

I am a **Graphic Designer & Art Director** with **15+ years** of experience in branding, print, digital design, and 3D visualization. I specialize in blending creativity with marketing strategy to drive engagement and business growth.

With expertise in **Adobe Creative Suite, Social Media campaigns, 3D visualization, and front-end web development**, I have led high-impact projects across print, web, and advertising platforms, ensuring brand consistency and audience engagement. My ability to **collaborate with cross-functional teams**—from Marketing Specialists to IT professionals—has enabled me to execute innovative campaigns effectively.

Your job description aligns perfectly with my experience. I have successfully **led design teams and executed campaigns** that strengthened brand identity and increased conversions. My proficiency in HTML, CSS, and Microsoft Office complements my design skills, allowing me to create visually compelling and technically optimized digital assets.

Additionally, I thrive in **fast-paced environments**, ensuring quality and efficiency in every project. My attention to detail and adaptability allow me to master new tools quickly, ensuring I can always deliver top-tier results.

I am eager to contribute my **design expertise and strategic thinking** to your team. Please find my resume attached, including a portfolio link and QR code for a deeper look at my work. I look forward to the opportunity to discuss how my skills align with your needs.

DISCLOSURE: I am eligible for the IEC Young Professionals Work Permit which is LMIA exempt and only requires a letter of employment offer.

Kind regards,
Rania Nikolakopoulou

Corporate

Case Studies & Services

#amgmediaevents

COMPANY OVERVIEW



AMG Media is a premier 360° Marketing Agency specializing in:

- Event Management
- Business Growth Solutions
- Sales Optimization
- Digital/Performance Marketing
- Influencer Marketing Campaigns
- B2B/B2C Initiatives (Tech, Cybersecurity, Health, Government and Gaming Sectors)
- Outdoor Marketing

Having its base of operations in Greece, AMG Media delivers tailored strategies that empower brands to effectively penetrate new markets, globally.

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OUR PROJECTS #amgmediaevents

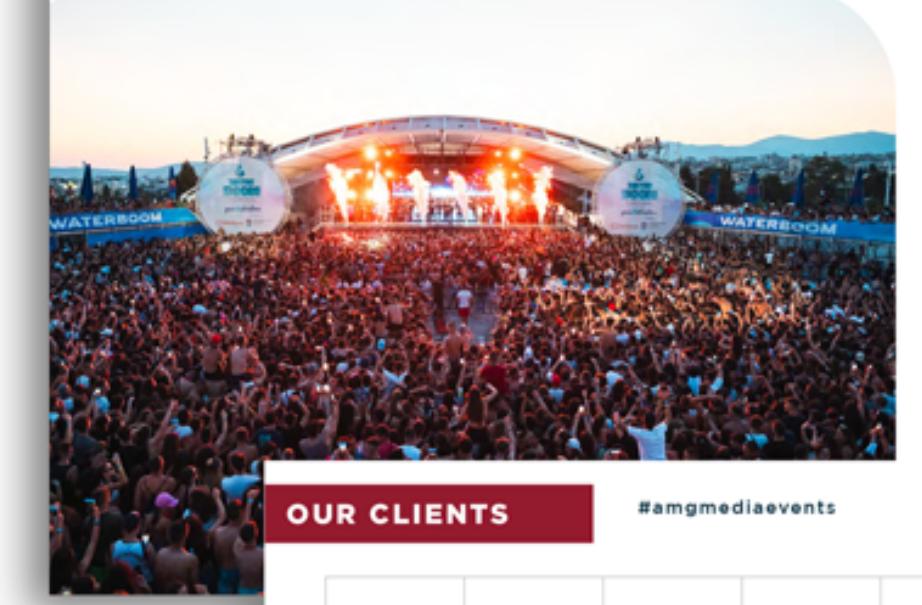
B2B Events



- Event Planning & Strategy
- Venue Sourcing & Management
- Guest Experience Coordination
- Event Branding & Marketing
- Presentation & Content Design
- Technology & Audiovisual Support
- Catering & Hospitality Services
- Entertainment & Activities

OUR PROJECTS #amgmediaevents

B2C Events



- Event Concept & Creative Design
- Marketing & Promotions (Online & Offline)
- Venue Management & Logistics
- Entertainment & Activities Coordination
- Sponsorships & Partnerships Management
- Ticketing & Guest Engagement Systems
- Audiovisual & Technology Integration
- Post-Event Feedback & Analytics

OUR CLIENTS #amgmediaevents

Adtran	AGENSO	amco	anda smart	AOC	MANALI NAMCO	BOTSAS	City Unity College	EDW POLICY
CROWDSTRIKE	devolo	DIGITAL REALITY	DOTSOFT	ΕΕΛΛΑΚ	EPSILON.NET	Extreme	feelgood	F&P
HELL ENERGY	HEPA	hp	HUAWEI	HYPERX	iBUPESON	IGE	logitech	Grant Thornton
MEDITERRANEAN COLLEGE	MPASS	netsquare	NINTENDO	JTS	PIECE OF MAGIC	INSPIOT	l'artigiano	
Profile Software	pylones*	QNR	realme	RED.com	paloalto	Pleadies	PROGAME	
TikTok	trendyol	UBISOFT	WEST.	Roku	Schneider Electric	SCOUT gaming group	STOCKMAN	TeamWorks
		UBITECH	Westcon	wings.	YODA	Yodoo		

WHY CHOOSE AMG MEDIA

Our DNA & Philosophy focus on **innovation, creativity, and results**. We don't just create campaigns; we build bridges to success, helping your brand thrive in new markets and achieve substantial growth in sales and brand awareness.

- GREECE
- ITALY
- BULGARIA
- TURKEY
- ROMANIA
- SERBIA
- CROATIA

- FRANCE
- GERMANY
- MOLDOVA
- SLOVENIA
- BOSNIA-HERZEGOVINA
- NORTH MACEDONIA
- ALBANIA



Custom Made / Fixed Structured Booths



CT US

#amgmediaevents



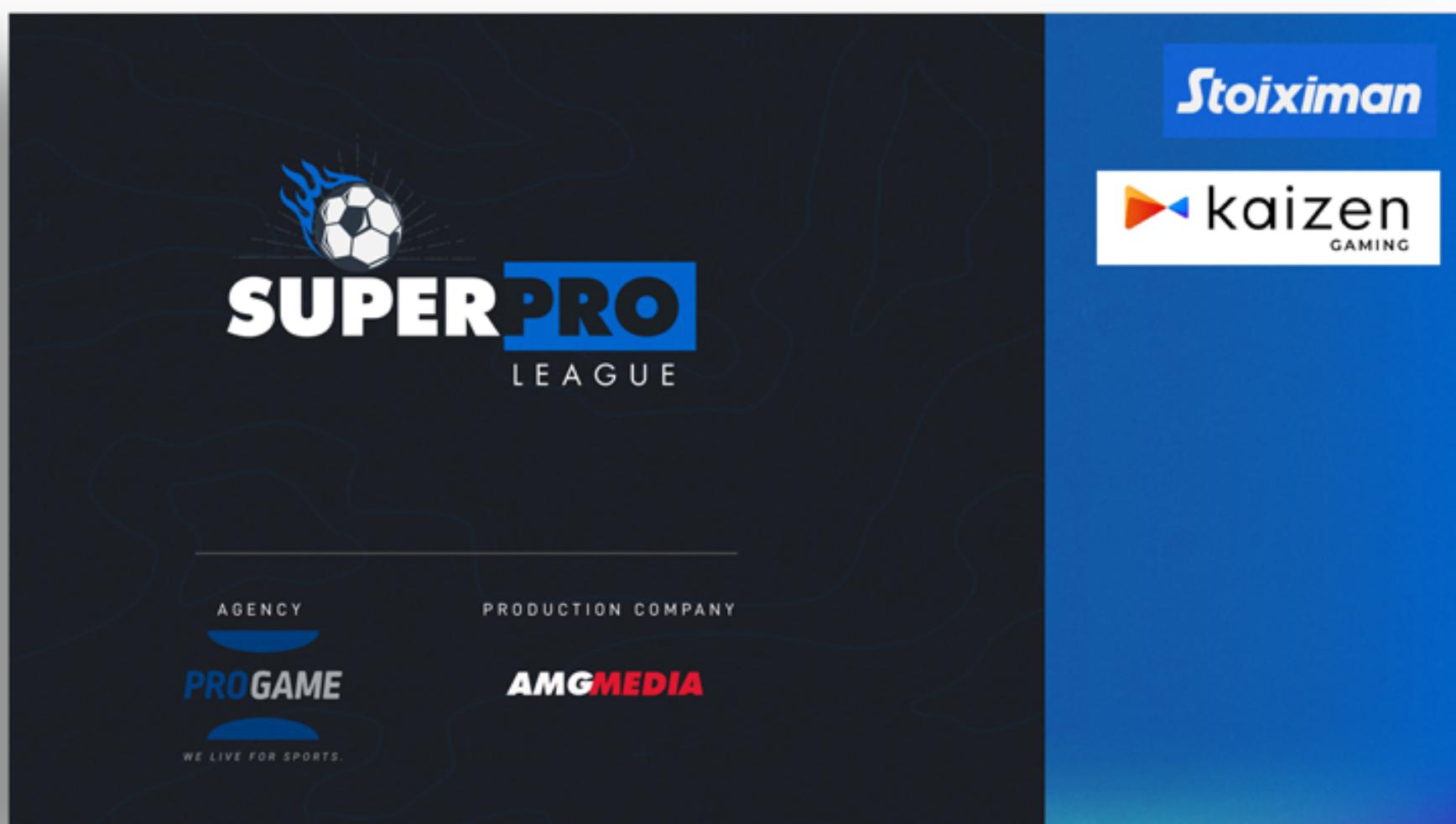
MANAGING DIRECTOR

ACCOUNT MANAGER

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Sponsorships

Leagues & Tournaments



PROJECT DESCRIPTION

Stoiximan SuperPRO League is a FIFA Videogame based Event, which will run for **2 months**. This tournament will invite **16 players**, who will play one another every single Sunday to win a **Prize Pool** for a **Good Cause**. We suggest the connection of **Esports-SportsAthletes** from the existing **Stoiximan's Sponsored Teams**, in conjunction with **TV - Influencers Personas** for an excellent market penetration strategy. The outcome of this Event will prove once and for all, that **Kaizen Gaming** is ready for the **Esports Industry**. The connection of **CSR** and **Marketing Departments** will succeed in their first step of connecting **Esports** with a **Charity Action**.

STRUCTURE

2 MONTHS

Shows every Sunday

STOIXIMAN STREAMING CHANNEL

BRANDED STUDIO PRODUCTION

16 SPECIAL GUESTS

8 LIVE STREAM SHOWS

CALENDAR

APRIL

1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	1

MAY

2	3	4	5	6
9	10	11	12	13
16	17	18	19	20
23	24	25	26	27
30	31			

OUR TARGET

KAIZEN GAMING ESPORTS SCENE

- 1 Increase Brand Awareness**
- 2 Community Engagement**
- 3 New Players into the Game**
- 4 Market Penetration**

PROPOSAL DESCRIPTION

PROPOSAL

We target to create a **2 month** advertising plan, by connecting all the Social Media each participant has under the brand of Stoiximan, to maximize the impact to the initial market. The project will be focused on a new-made website, under an **Event Title**, allowing viewers to vote, interact, and get informed of the upcoming matches between **Sports Players - Influencers** and **Pro Gamers**. The format will be a **16 bracket**, in which our guests will participate in **10 shows** individually.

ESTED PLAYERS

R1DU	ANTILIPSI	PUNISHER	SONOFZEUS
8.000 € - 10.000€	8.000 € - 10.000€	8.000 € - 10.000€	8.000 € - 10.000€
1BL - 10K+ GH 2K-1K HK			
GAMING INFLUENCER	GAMING INFLUENCER	PRO GAMER	GAMING INFLUENCER
MADNEY	JOLOC	VENETV	TECHITSERIOUS
5.000 € - 7.000 €	5.000 € - 7.000 €	5.000 € - 7.000 €	5.000 € - 7.000 €
1BL GH 2K-1K HK	1BL GH 1K-1K HK	1BL GH 1K-1K HK	1BL GH 2K-1K HK
PRO GAMER	PRO GAMER	GAMING INFLUENCER	GAMING INFLUENCER
MADARAWASTAKEN	CHINNU	HAREAS	HATZAKOS
1.500 € - 2.500 €	1.500 € - 2.500 €	1.500 € - 2.500 €	1.500 € - 2.500 €
1BL GH 2K-1K HK			
PRO GAMER	PRO GAMER	PRO GAMER	GAMING INFLUENCER

STATISTICS

SUMMARY

- 2 Months**
- 4 Athletes**
- 4 Finals Slots**
- 4 Dedicated Influencers**
- 8 Top Gamers**

SERVICES

Studio Production	Talent LineUp	Tournaments Administration
Teams Administration	Web Development Services	Graphics - VFX (3D Animation)
Social Media Management	Community Management	Discord Server Administration

We target to organize each **Gaming Influencer - Sports Athlete** by creating the appropriate "Social Buzz". We will direct the **Website** for voting the best duo team as well as partner giveawa

Targeted Events

Custom Made Events



ESPORTS LEAGUES

11

S P O N S O R I S H O P P I N G O P P O R T U N I T I E S

12

O P T I O N A L A C T I V I T I E S

13

P R E S S E V E N T S

14

P R O M O T I O N A L A C T I V I T I E S

15

B O O T H C R E A T I O N

16

P R O M O T I O N A L A C T I V I T I E S

17

B U D G E T

PUBLISHER COLLABORATION

BRAND AMBASSADORS

BUDGET ALLOCATION 2023

PR Activities

10% Extra Promotional Activities (Metro Station Promo, Airport Branding)

15% Influencer Marketing Campaigns / Brand Ambassadors

25% Esports Leagues

40% Events & Sponsorships

What's Included:

- Custom-made Booth Proposal for both brands
- Project Management
- Budgeting & Implementation
- Modular Booth Creation Standards
- Yearly Booth Project

THE COST IS BASED ON CUSTOMER NEEDS AND BUDGET

We target to create a co-branding booth of OMEN and HyperX that will be modular and we'll be able to use in multiple events around the year. This way, we minimize customization and creation costs by at least 30%.

World of Warships is one of the biggest Naval Videogames worldwide, with a target audience of 26+ years old Males. Making an OMEN Custom Made PC or a HyperX product, with a World of Warships theme, can increase sales to that target audience and also enables the Cross-Promotion between the two brands.

Ubisoft is one of the leading Video game publishers, with more than 90 studios and known as the creator of the **Assassin's Creed** Franchise. A collaboration with such a brand will increase community engagement and cross-promotion opportunities.

Products

Showcasing Products & Distribution



VISION

Our vision primarily focuses on providing the appropriate value in the identity of Greek Agricultural products, in order to prove their stability and uniqueness to the Global Market.



MISSION

By targeting to a global level of degree, we focus on high-end consumers - partners who value our products and additional services. Wood Customization is absent from the market, so we fill that gap with high-end and precise wood craftsmanship through visualization.

OUR EXISTING PRODUCTS



Olive Wood Bottle
Olive oil drop design



Olive Wood Bottle
Olive roots design



Olive Wood Bottle
Removable Glass Bottle
(Olive oil drop or
Tree Hallow design)



Olive Wood
Tree hallow design

KEY SELLING POINTS

THE STORY BEHIND

- 1 VISUALIZATION
 - 2 HANDMADE
 - 3 PROCESS
 - 4 FINALIZATION
- We visualize how the product and its content, can be both unique and appealing to the customer.
- All of our products are handmade.
- We evaluate the way nature created the wood, so it is carved accordingly, leading to a final product with all in respect to nature.
- The final product is a combination of class A virgin olive oil and a uniquely crafted bottle, from the material, it was born from.



OUR FUTURE PLANS OF EXPANSION

Our goal is Greek products to reach every corner of the earth. We have both the inspiration and the way to do it. Olive wood bottles are just a start. New designs, innovative ideas and a wide range of applications are the recipe to highlight the wealth we have in our hands.



OUR EXISTING PRODUCTS



Olive Wood Bottle
RZ Olive tree
hollow design
500ml



Olive wood bottle
Tree Hollow and Olive
oil drop design
50ml



Olive Wood Bottle
Tree Hallow design
200ml



Total Product Image at
London Olive Oil
Awards 2019



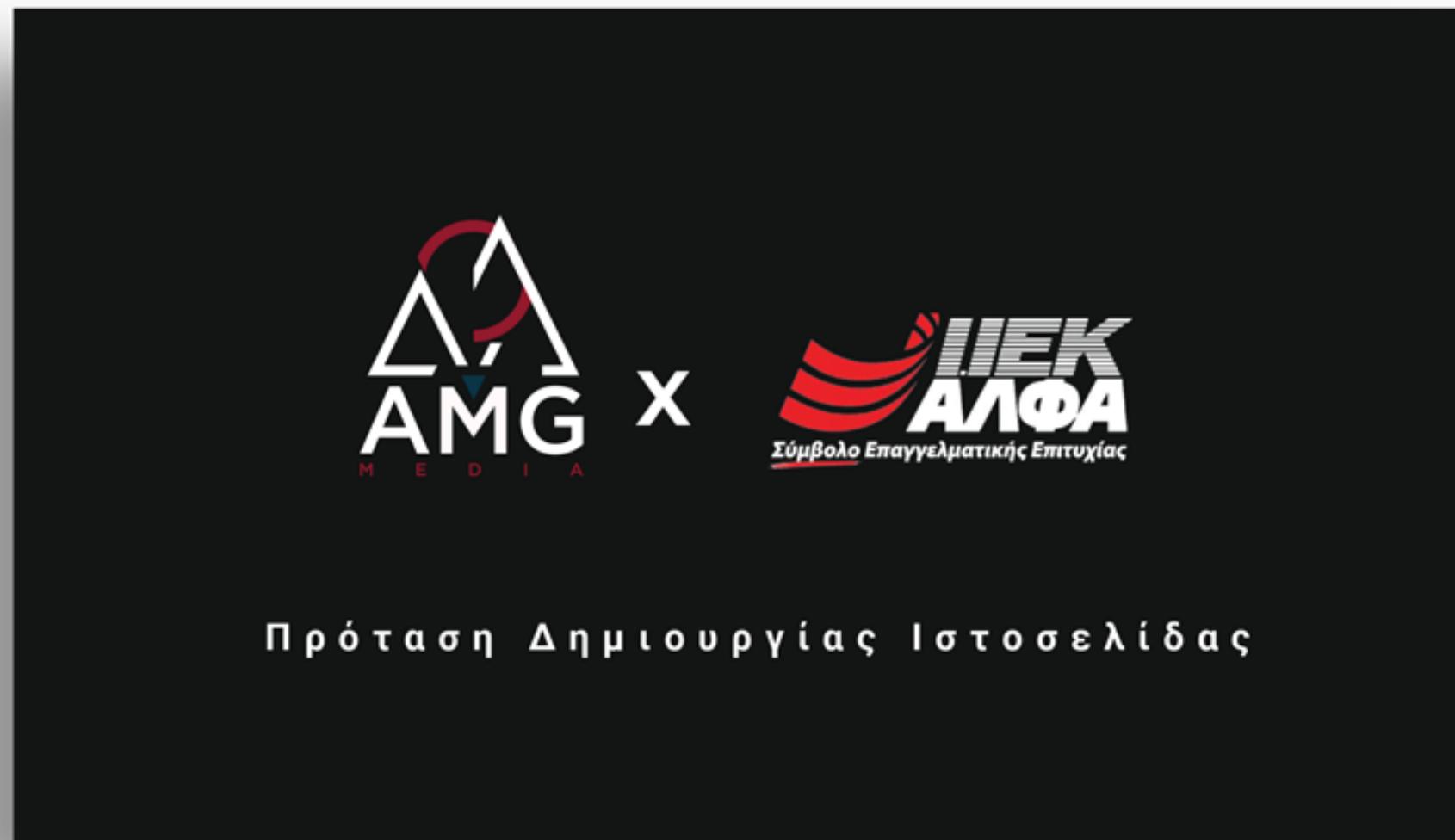
Exhibitions

Proposals for 3D Booths & Venues



Website Proposals

Proposals for Website Layout & Features



This collage illustrates various elements of a website proposal:

- PROPOSAL SUMMARY:** A hand typing on a laptop keyboard with a UI/UX interface overlay. Text: "PROPOSAL SUMMARY".

Η παρακάτω πρόταση αφορά την ανανέωση του [alfa-studies.gr](#) με τη δημιουργία νέας ιστοσελίδας.

Η ιστοσελίδα θα προσαρμόζεται σε κάθε τύπο συσκευής, θα υποστηρίζει 2 γλώσσες και θα παρέχει δυνατότητα **online** αγοράς προγραμμάτων σπουδών.
- WEBSITE CAPABILITIES:** Hexagonal grid showing: LAYOUT, SEO, WEB DESIGN, CODING, USABILITY, and ENHANCED USER EXPERIENCE, MOBILE RESPONSIVENESS, IMPROVED VISUAL APPEAL.
- SOCIAL MEDIA FRIENDLY ENVIRONMENT:** Shows people interacting with mobile devices. Text: "SOCIAL MEDIA FRIENDLY ENVIRONMENT".

At least of users interact with mobile

 - » CONNECTION WITH GOOGLE SERVICES (ANALYTICS, OPTIMIZATION ETC.)
 - » CONNECTION WITH META SERVICES (FACEBOOK PIXEL & IG)
 - » CONNECTION WITH TIKTOK SERVICES
- PAYMENT PROCESS:** A screenshot of a payment form with fields for participant details, billing, and checkout.
- COMPETITION:** A screenshot of the KNOWCRUNCH website, showing a course titled "Masterclass in Social Networks - Video-on-demand e-learning course". It features sections for OVERVIEW, TOPIC, INSTRUCTORS, TESTIMONIALS, FAQ, and REVIEWS. It also shows enrollment statistics: 30 hours video, 4 modules, 100% complete, Professional certificate, and 30 students take this course.
- STATISTICS & TARGET AUDIENCE:** Demographic information:
 - AGE GROUP:** 24 - 34, 34 - 44, 44 - 54
 - DEGREES:** Bachelor's Degree, Master of Science
 - JOB EXPERIENCE:** TRAINING, ENTRY, SENIOR
 - FIELDS OF STUDY:** HUMAN RESOURCES MANAGEMENT, PERSONNEL ADMINISTRATION, HUMAN RESOURCES MANAGEMENT & SERVICES, HUMAN RESOURCES DEVELOPMENT, HOTEL MANAGEMENT, HOTEL/ MOTEL ADMINISTRATION, DIGITAL COMMUNICATION AND MEDIA/ MULTIMEDIA, SPORT AND FITNESS ADMINISTRATION, SPORT MANAGEMENT, BUSINESS ADMINISTRATION AND MANAGEMENT, BUSINESS ADMINISTRATION AND OPERATIONS, SMALL BUSINESS MANAGEMENT
 - TARGET:** MINIMAL DESIGN, INSTRUCTORS SECTION, TESTIMONIALS, EASY CHECKOUT PAGE, SUPPORTING COMPANIES
- PAYMENT:** A screenshot of a payment page showing a "Subscribe now for 6 months now" offer with "Special" and "Regular" plans. The "Special" plan costs €650 and the "Regular" plan costs €750.

Applications

Mobile Applications Showcase

FIRST AID
THE LIFESAVING HEALTH DATA APP
Revolutionizing Emergency Response with Instant Health Data Access

FIRST AID | The Lifesaving Health Data App

PROBLEM STATEMENT THE GAP IN EMERGENCY RESPONSE

First responders often lack access to a patient's critical medical information, causing delays in emergency treatment.

Examples:

- A motorcyclist is in a crash—paramedics don't know about their allergies or medical conditions.
- A person collapses in public—ambulances arrive but lack medical history.

10% of global deaths result from medical errors (WHO, 2022)

30% of emergency patients are unable to communicate (American Journal of Medicine, 2016)

250,000 deaths annually in the U.S. due to medical errors. (Johns Hopkins, 2016)

FIRST AID | The Lifesaving Health Data App

MARKET OPPORTUNITY

Total Addressable Market (TAM): \$100B+ Digital Health Market (Statista, 2024)

\$20B Global medical emergency response industry valued at \$20B. (McKinsey, 2023)

200M Motorcycle Industry growing: Over 200M motorcycles worldwide. (Statista, 2024)

200M Aging population: 1 in 6 people worldwide will be over 60 by 2030. (UN, 2024)

Serviceable Obtainable Market (SOM): \$20B

Motorcycle Industry: Over 200M motorcycle (Statista, 2024)

FIRST AID | The Lifesaving Health Data App

SOLUTION - FIRST AID APP

- Stores essential health information securely.
- Emergency personnel access data via QR code.
- B2C & B2B Subscription Model: Individuals and healthcare providers.

FIRST AID | The Lifesaving Health Data App

HOW IT WORKS

Here is your QR code:

User Journey:

- User Registers and enters medical details (allergies, conditions, medications, emergency contacts).
- QR Code Generation via the app.
- QR Placement on helmets, wristbands, wallets, or phones.
- Emergency Scenario: First responders scan QR and access health details instantly.

Example Use Case:
Motorcycle Crash - Paramedics scan a helmet QR code and instantly see:

- Allergy to penicillin
- On blood thinners (risk of internal bleeding)
- Emergency contact and insurance details

FIRST AID | The Lifesaving Health Data App

ACTION & ACHIEVEMENTS

Monetization Plan: \$1M in Year 1, growing to \$10M by Year 5.

Projected Revenue: \$1M in Year 1, growing to \$10M by Year 5.

Beta Testing: Launched with 1,000+ early users.

Partnerships: Ongoing discussions with hospitals & ambulances.

Customer Testimonials: "First Aid saved my life! I had a heart attack and my paramedics were able to treat me immediately because they had instant access to my medical history via the app."

Branding Guidelines

Mobile Applications Showcase



THE LOGO

DUOTONE

OPT #1
OPT #2
OPT #3

MONOTONE

OPT #1
OPT #2
OPT #3

THE GRAPHICS

Social Media Covers

SEPTEMBER - DECEMBER 2021 // ESPORTSLEAGUE.BG

UBISOFT

THE THEME

MAIN THEME COLOR SCHEME

Accent details (dates, numbers, etc) in gold

Main decorative details in light blue colors

Cool neutral tones and film gain texture

September - December 2021 // ESPORTSLEAGUE.BG

UBISOFT

THE SPONSORS

All // ESPORTSLEAGUE.BG

UBISOFT

MEDITERRANEAN COLLEGE Excellence In Education Founded in 1977

anda seat

INSPIRE WE NAME THE GAME

devolo

Prize Pool Announcement

September - December 2021 // ESPORTSLEAGUE.BG

UBISOFT

General Promotional Announcement

September - December 2021 // ESPORTSLEAGUE.BG

UBISOFT

devolo

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This image is a composite of several pages from a branding guidelines document. It starts with a large title 'Branding Guidelines' and subtitle 'Mobile Applications Showcase'. Below this is a logo for 'Tom Clancy's Rainbow Six Siege Esports League Balkan Edition'. The main body of the document is divided into four main sections: 'THE LOGO', 'THE GRAPHICS', 'THE THEME', and 'THE SPONSORS'. 'THE LOGO' section shows three variations of the logo: Duotone (using blue and grey), Monotone (using blue, orange, and yellow), and a third variation. 'THE GRAPHICS' section shows social media covers for the period September-December 2021. 'THE THEME' section details the main theme color scheme (blue and gold), decorative details (light blue), and background textures (cool neutral tones and film gain). 'THE SPONSORS' section lists several sponsors: Ubisoft, Mediterranean College (with the tagline 'Excellence In Education Founded in 1977'), anda seat, and devolo. There are also smaller sections for 'Prize Pool Announcement' and 'General Promotional Announcement'. The entire document is styled with a dark background and white text, with some highlights in blue and gold.

Marketing Plans

Digital Marketing Plans & Packages



Table of Contents

- 03 Social Media Plan**
[Facebook Ads & Instagram Ads | Remarketing]
- 04 Google Adwords**
[Search, Display Ads | Remarketing]
- 05 Tiktok**
[Campaigns & Influencer Marketing]
- 06 Financial Proposal Analysis**
- 07 Monthly Plan**

01 TIKTOK ADS

- TikTok Sponsored Content
- TikTok Top View Advertisement
- Call to Action Campaign
- Influencer Marketing

Suggested Influencer Marketing Campaign
5.000 €

02 TARGET AUDIENCE

Demographic

03 FACEBOOK ADS

- Image Ads
- Posts
- Videos Ads
- Stories
- Remarketing

02 INSTAGRAM ADS

- Reels
- Posts
- Stories

03 TARGET AUDIENCE

Demographics

Target Areas

06 Services Analysis

- BUSINESS & COMPETITIVE ANALYSIS
- MARKETING STRATEGY PLAN
- CONTENT CREATION
- KEYWORD RESEARCH & CREATION LIST
- CAMPAIGN IMPLEMENTATION & MANAGEMENT
- MONTHLY REPORT

Cost Analysis

- ✓ Website SEO
- ✓ Graphics Creation
- ✓ Video - 3D Animation Creat
- ✓ Facebook Ads
- ✓ Google Ads
- ✓ Instagram Ads
- ✓ Content Creation
- ✓ Project Management
- ✓ Reporting

04 RESPONSIVE SEARCH CAMPAIGN

- Responsive Video Ads
- Non-skippable Video Ads
- Bumper Ads

02 SEARCH AND DISPLAY ADS

- Dynamic Image Ads
- Keywords
- Remarketing

03 GOOGLE DISPLAY NETWORK

Financial Proposal Analysis

All the suggested prices client may vary depending on

We target to differentiate ourselves the company profile high, us

MONTH	SEP	OCT	NOV	DEC	JAN	FEB
Facebook Retargeting	✓	✓	✓	✓	✓	✓
Instagram Reels						
Instagram Video Ads	✓	✓	✓	✓	✓	✓
Instagram Image Ads	✓	✓	✓	✓	✓	✓
Facebook Images Ads						
Facebook Videos Ads						
Google Display Campaign	✓	✓	✓	✓	✓	✓
Google Search Campaign	✓	✓	✓	✓	✓	✓
Google Remarketing Ads						
TikTok Top View - Campaign						

BUDGET

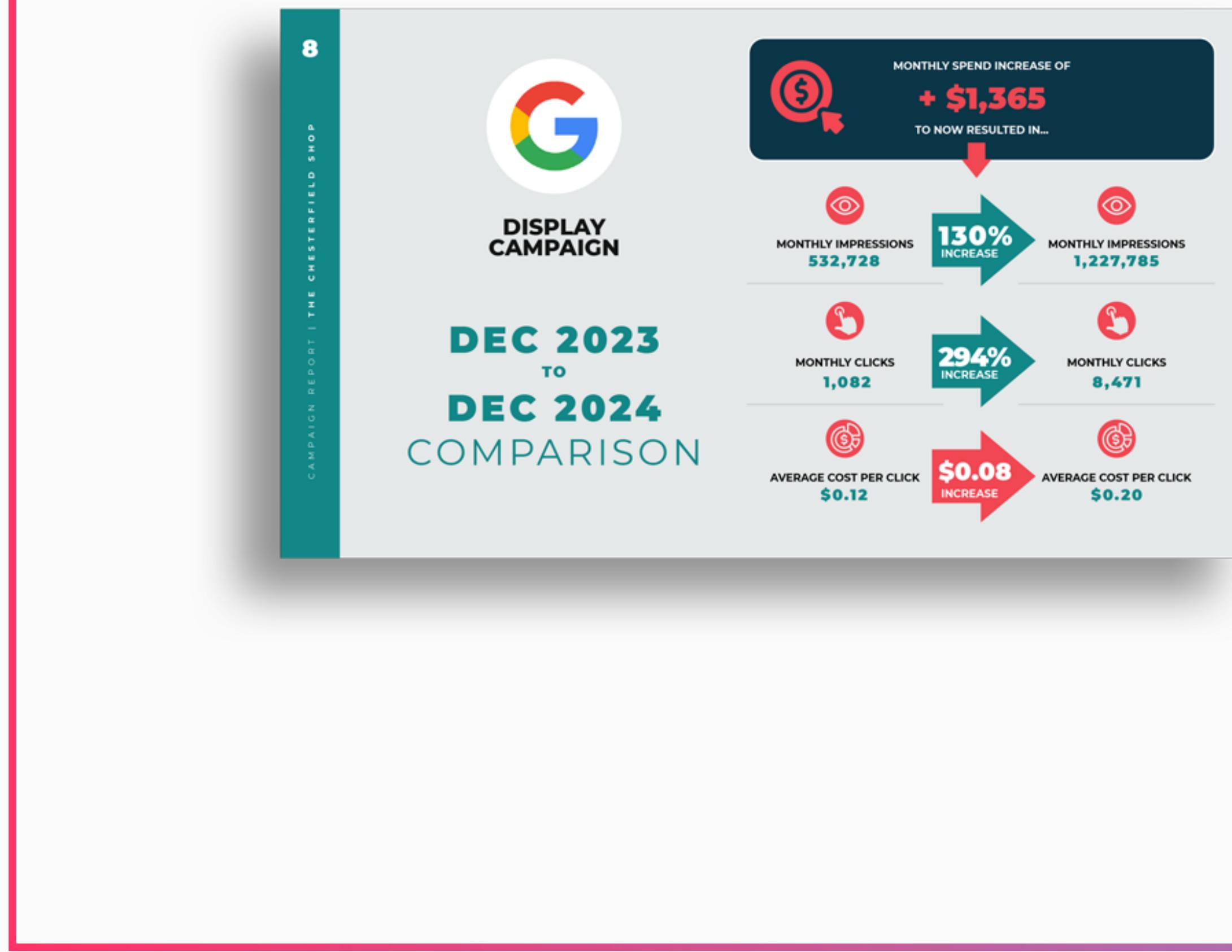
500€ 500€ 500€ 500€ 500€ 500€

SUGGESTED ADVERTISING BUDGET: 15.000€

Campaign Budget:
- Low Season Months: up to 500 €
- High Season Months: up to 3.000 €

Reporting

Campaigns, Statistics & Data Analysis



Some Fun Statistics

Only counting since 2019...



6,824

Total files

456

GB



2,925

Total files

42

GB

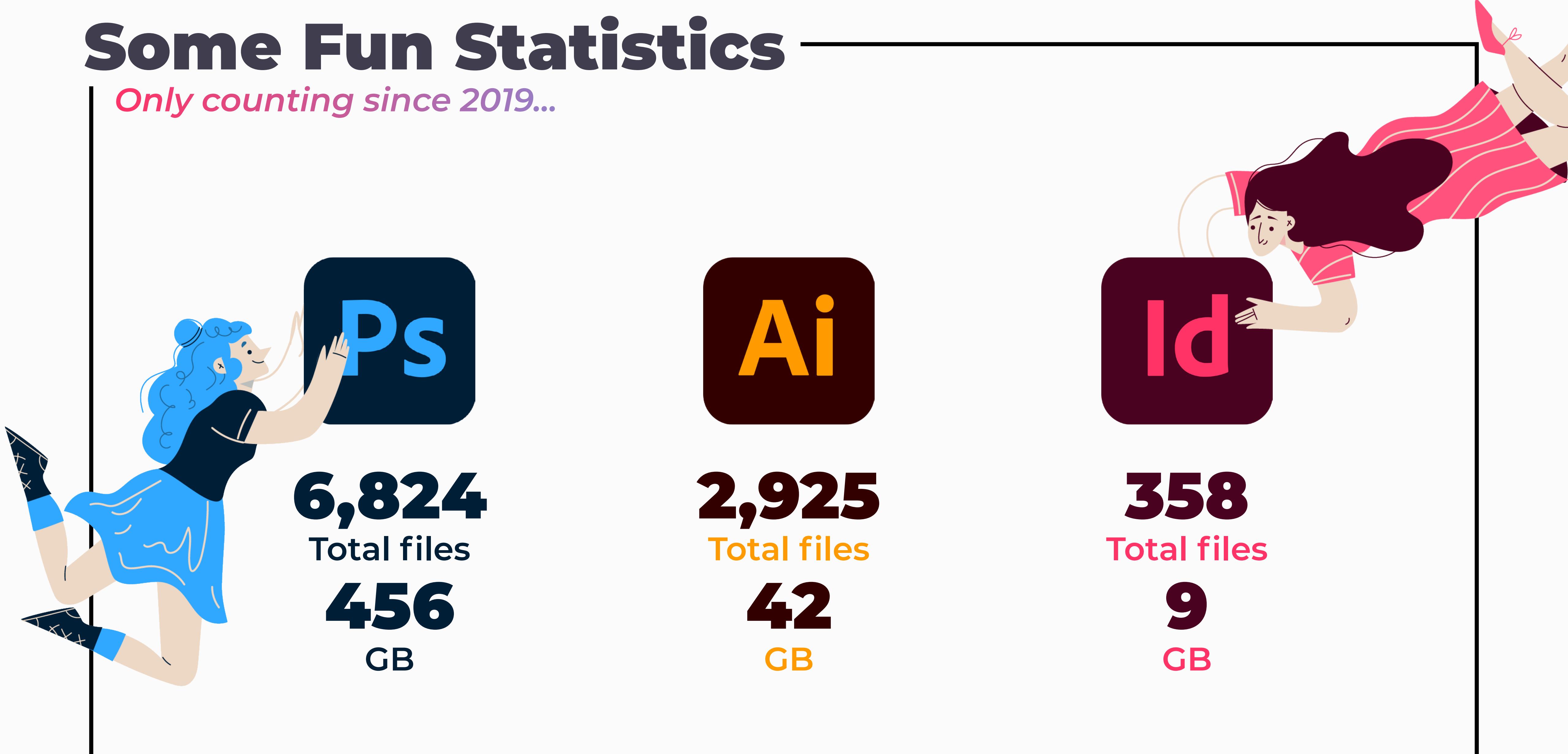


358

Total files

9

GB



Thank you!