Edlira Taipi

Digital Project Manager | Creative Operations Coordinator

📞 07522053799 | ✉️ edlira.taipi@hotmail.com | 🌐 LinkedIn *| 📂 Portfolio: https://bit.ly/edlira-portfolio*

# Professional Summary

Versatile and detail-oriented Digital Project Manager with a strong foundation in digital marketing, project delivery, and operational leadership. Experienced in leading transformation initiatives, managing cross-functional teams, and executing data-driven decisions. Strong interest in creative environments with a background spanning e-commerce, educational tech, and mobile apps. Passionate about innovation, design thinking, and delivering scalable user-centred solutions.

# Key Skills

• Project Coordination & Agile Delivery  
• Digital Transformation & Business Case Development  
• Stakeholder Communication & Empathy Mapping  
• Data Analytics (Excel, Tableau, SQL, Power Query)  
• Leadership & Change Management  
• UX Principles & Customer-Centric Design

# Work Experience

**Fulfilment Associate:** Amazon (2017 – Present)

• Led team operations and logistics in a high-pressure environment.  
• Delivered process improvements, ensured timely fulfillment, and managed vendor coordination.  
• Applied data tools and leadership in an operationally demanding setting.

**Accountant Assistant:** CENSEA Accounting Office, Athens (2016 – 2017)

• Managed bookkeeping, client files, and financial documentation.  
• Supported tax returns and internal audits.

# Education

**MSc in Digital Marketing:** Ravensbourne University London (2024 – Current)

**PGDip in Accounting & Finance:** University of Peloponnese, Greece (2013 – 2019)

**High School Diploma in Finance:** Vocational High School of Chalandriou (2010 – 2013)

# Certifications

• PRINCE2 Project Management (Business Case Applied)  
• Digital Leadership & Management – Level 4 (iMeta)  
• Strategic Mgmt & Leadership – Level 8 Diploma  
• Google Analytics, Ads, AI-Powered Marketing  
• HubSpot: Inbound, Email & Content Marketing  
• Data Analytics with SQL, Python, Tableau (Feb 2025)  
• Microsoft Office Specialist (Dec 2024)

# Languages

• English: Fluent  
• Greek: Fluent  
• Albanian: Fluent

# Interests

Design Innovation, Travel, Reading, Tech for Good, Music & Film

# **Selected Project Highlights**

## **Marketing & Innovation Projects**

**🔹 Bridgewood Academy – ConnectEd Digital Learning Strategy**

* • Led a PRINCE2-aligned business case for digital learning transformation.
* • Achieved 66.5% ROI with £390k in first-year benefit through blended learning and cost savings.
* • Conducted SWOT/PESTLE, stakeholder analysis, risk plan, and benefits management.

**🔹 Mobile App QA & Recovery Plan – Project Scenario**

* • Led prioritisation, stakeholder mapping, budgeting and sprint planning for mobile app fixes.
* • Resolved 3 critical issues and implemented user-centric KPI dashboard.
* • Improved user satisfaction and stability with two-week rapid iteration.

**🔹 Horizon Loop – Startup Strategy & Innovation Pitch**

* • Created business model and 5-year roadmap for a digital services startup.
* • Defined mission, vision, branding, and technical scalability goals.
* • Delivered strategic concept using PESTLE, SWOT, and lean startup methodology.

## **Level 8 Diploma Projects**

**🔹 Strategic Leadership Development Plan – Tesco Case**

* • Developed leadership skill roadmap aligned to internationalisation goals.
* • Applied STEEPV and stakeholder frameworks to strategic personal leadership planning.
* • Proposed cultural intelligence, tech integration, and ethical leadership training paths.

**🔹 Cross-Border Strategy – Amazon Case Study**

* • Explored strategic planning, stakeholder roles, and policy influences in global operations.
* • Applied resource-based view, Hofstede, PESTLE, and viable systems model.
* • Assessed funding strategies, cultural risk, and global-local balance in policy.

**🔹 Strategic Communication Analysis – Karelia Tobacco**

* • Mapped stakeholder/media influences on international policy and public image.
* • Evaluated media narratives and strategic positioning using real-world examples.
* • Proposed innovative PR models and communication plans under crisis constraints.

**🔹 Culture & Strategy – Marks and Spencer Global Operations**

* • Analyzed global culture and ethnographic factors influencing strategic decisions.
* • Applied CAGE, PESTLE, Hofstede, and RBV frameworks to localization strategies.
* • Evaluated political and religious implications on cross-cultural management.

## **Research & Leadership Development Projects**

**🔹 Research Methods Application – Amazon Leadership**

* • Designed mixed-methods study using MLQ survey, SPSS analysis, and semi-structured interviews.
* • Developed leadership-performance KPIs and tested ethical/transformational models.
* • Built qualitative insights on morale, digital transformation, and leadership culture.

**🔹 Leadership & Communication Models – Applied Analysis**

* • Compared Nadella vs Holmes leadership models using situational theory.
* • Designed stakeholder communication matrix tailored to audience preferences.
* • Explored leadership impact on trust, culture, and employee performance.