Edlira Taipi

Digital Project Manager | Creative Operations Coordinator

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# 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

# Selected Project Highlights

🔹 ConnectEd – Digital Learning Strategy for Bridgewood Academy  
Led the creation of a PRINCE2-based business case that transitioned the academy to a fully digital model. Achieved a projected 66.5% ROI in Year 1 with £390k in cost/benefits.

🔹 App Quality Remediation Plan – Mobile Application QA Scenario  
Directed stakeholder mapping, issue prioritisation, and budgeting for a mobile app post-launch fix. Implemented quality KPIs and structured sprints to enhance UX and system performance.

🔹 Horizon Loop – Startup Concept & Strategy  
Developed the full business concept, vision, SWOT/PESTLE analysis, and 5-year strategy for a digital product company focused on mobile/web development and smart features.

# 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