

# IOANNA TRANAKA

SOCIAL MEDIA MANAGER

## CONTACT



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Thessaloniki, Greece



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## SKILLS

- Creativity
- Strategic Thinker
- Analytical Mindset
- Creative Problem Solver
- Adaptability & Flexibility
- Collaboration & Teamwork
- Strong Communication Skills

## TECHNICAL SKILLS

- Analytics
- Copywriting
- Graphic Design
- Content Creation
- Project Management

## TOOLS

- CRM
- Buffer
- Canva
- Ms Office
- Mailchimp
- Facebook ads
- Instagram ads
- Google Analytics

## CERTIFICATIONS

- **ReGeneration Finalist 18th Cycle**  
Soft & Business Skills Training  
03/2024
- **(IEK) ALFA of Thessaloniki**  
Digital Marketing"  
02/2019 - 06/2019

## LANGUAGE

- Greek : Native
- English: Fluent

## SUMMARY

Recent graduate with a passion for social media and creative content. Experienced in managing social platforms for local shops in Paxos. Ready to start my journey as a social media manager.

## EXPERIENCE

**"NOVA" ,Teleraise**

**Telesales Agent**

*01/2024 - present*

- Proficient in CRM and checkpoint tools for assessing client internet availability.
- Engaged with 250-300 customers daily, promoting diverse mobile, landline, internet, and TV services.
- Conducted thorough research to tailor program recommendations for maximum client benefit.

**"LIMNIDIS AEBE "Funny Bunny"**

**Internship Student Marketing Assistant/Toy Associate**

*04/2022-05/2022*

- Created content for social media platforms to increase brand awareness.
- Participated in brainstorming sessions to generate ideas for campaigns or initiatives.
- Designed promotional materials including flyers, posters, banners.

**"Irida" Beauty Shop Paxos**

**Salesperson**

*06/2021-09/2021*

- Gathered data on competitors' pricing, products, and promotional activities.
- Analyzed customer feedback to identify areas of improvement in product offerings.
- Memorized over 20 brands & advised customers on the latest product features and benefits.

## EDUCATION

**University of Western Macedonia | Kozani**

*Bachelor of Business Administrative Science And Technology in  
Administrative Science & Technology*

12/2023

**1o General Highschool of Eginio | Eginio Pierias**

*High School Diploma*

06/2017