

# Nikolaos Topalis

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## PROFILE

AI-powered digital specialist with 3+ years of experience utilizing AI tools (ChatGPT, Gemini, Grok, Flux, Stable Diffusion) for content creation and workflow optimization. Strong expertise in social media management, digital marketing, video and image editing. Solid background in WordPress, Shopify and responsive UI/UX design, with hands-on use of Photoshop and CapCut. Effective communicator with a solid customer-facing professional background.

## EDUCATION

### Technical Educational University Of Thessaly

Larissa

Bachelor's in Business Administration, specialized in Management & Marketing.

Graduation Date: Jan 2021

Thesis: Management of Human Resources in Small and Medium-Sized Businesses (Grade: 7,5/10).

## WORK EXPERIENCE

### Designdrops

Katerini

#### E-commerce & Digital Content Specialist

Aug 2024 - Aug 2025

- Managed daily product uploads and updates via Entersoft ERP
- Video production for social media (script, shoot, edit) and AI content creation
- Social media campaign execution (giveaways), achieving 50% engagement increase
- Photo & video editing for homepage and product pages
- Website bug monitoring and traffic/engagement analysis (Google Analytics)

### Perfumist (by Jardin d' Essences)

Katerini

#### E-commerce Manager

Jan 2022 - Jan 2023

- Optimized website content and structure, achieving a 100% improvement in SEO performance.
- Managed inventory with 100% accuracy (store, track & control products)
- Optimized product listings with compelling descriptions and photography, boosting sales by 25%
- Organized and fulfilled customer online orders, improving satisfaction levels
- Created and executed targeted social media campaigns, growing followers by 70%

### National Bank of Greece

Katerini

#### Customer Service & Management of Bank's Archive

Jan 2019 - Jan 2020

- Processed 50+ customer requests daily, maintaining a 97% satisfaction rate
- Digitized and organized over 1,000 documents, improving retrieval time by 90%

## SKILLS

**Marketing Tools:** Social Media Management, Google Analytics, SEO Optimization

**Design Tools:** Adobe Photoshop, AI Tools, CapCut, Figma

**Web Development:** WordPress, Entersoft ERP, Webflow, Magento, HTML, CSS

**Soft Skills:** Multitasking, Communication, Discipline, Self-Starter, Teamwork, Fast Learner, Critical Thinking

**Languages:** Greek (Native), English (C2)

## CONTACT INFORMATION

**Portfolio:** <https://nikostop.github.io/Portfolio/>

**WordPress:** <https://nikostopalis.wordpress.com>

**LinkedIn:** <https://linkedin.com/in/nikolaos-topalis>

## ADDITIONAL EXPERIENCE

Completed mandatory military service in the Hellenic Special Forces.