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Blacksburg,
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VASILIKI AMPATZI

Marketer/Advertiser



Many times they tried to persuade me that I would not be able to fulfil my ambitions. My essence is that I insist until I accomplish my goals.

WORK EXPERIENCE

05/2016 - 02/2017

Digital Suit | MullenLowe Athens Advertising Company

- ▶ Managed clients' websites:
 - ▷ sportcamp.gr (*Sports Marketing Silver Award 2017*)
 - ▷ sportcampkids.gr
 - ▷ dynamic-energyservices.com
 - ▷ filedem.gr
 - ▷ everyday.gr
 - ▷ coffeeisland.gr
 - ▷ coffeeisland.co.uk
- ▶ Edited briefs & presentations
- ▶ Collaborated with designers and clients to improve user experience
- ▶ Planned, launched & monitored email campaigns

09/2012 - 05/2013 & 07/2014 - 07/2015

Account Manager | Ergoway

- ▶ Implemented NSRF/OAED programs
- ▶ Ensured the timely & successful solution delivery

09/2013 - 04/2014

Trainee | McCaNN Erickson Advertising Company

- ▶ Organized events & promotions
- ▶ Communicated with suppliers & clients
- ▶ Managed competitions
- ▶ Edited briefs & presentations

EDUCATION

2015 - 2017

MSc Marketing & Communication Specialization in International Marketing

Athens University of Economics & Business (AUEB), Greece (8.11/10)

Thesis: "Power of Branding, Brand Management, and Consumer Loyalty: Case studies Starbucks & Apple"

2010 - 2014

BSc Marketing & Advertising

Athens University of Applied Sciences, Greece (8.25/10)

Thesis: "Development and Evaluation of a Real B2C Digital Marketing Campaign. The case of Pure Cola"

TECHNICAL SKILLS

Adobe Illustrator



Adobe Photoshop



Adobe Premiere



MS Office



PERSONAL SKILLS

Creativity



Teamwork



Organization



Communication



ACHIEVEMENTS



Member of Google's Digital Talents Academy - 2016



Finalist in the 1st Greek Business Competition "Smart Move - Slam Pitch" - 2011



Long Jump Bronze Medal - 2003 & Run Gold Medals - 2002/2003

INTERESTS



Music



Theatre



Cinema



Traveling



Parachuting