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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