



VASIA ABATZI

Blacksburg, VA 24060 | 540 676 0183 | vasia.abatzi@gmail.com

<https://vasiab.com>

<https://vimeo.com/vasia>

EDUCATION

- 2018 - 2020 **MFA in Creative Technologies** | Virginia Polytechnic Institute And State University, VA, USA (4/4 Current GPA)
- 2015 - 2017 **Msc Marketing & Communication Specialization in International Marketing** | Athens University of Economics & Business (AUEB), Greece (8.11/10)
Thesis: "Development and Evaluation of a Real B2C Digital Marketing Campaign. The case of Pure Cola"
- 2010 - 2014 **BSc Marketing & Advertising** | Athens University of Applied Sciences, Greece (8.25/10)
Thesis: "Power of Branding, Brand Management, and Consumer Loyalty: Case studies Starbucks & Apple"

EXPERIENCE

- 08/2020 - 12/2020 **Co-instructor** | School of Visual Arts
Digital Art for non-Majors course was an introductory level class in digital art practice. The course was intended to provide students with an understanding of contemporary issues, principles of digital art, conceptual problem-solving, and creative digital arts frameworks. Students demonstrated knowledge through integrating digital art techniques and principles to various creative prompts that lead to original projects.
- 01/2020 - 05/2020 **Teaching Assistant** | School of Visual Arts
TA to Professor Rachel Weaver in ART 4804/5854 & ENG 4984 Advance Art Theories & Processes Course for undergraduate and graduate students.
Attended class meetings, graded, provided critical feedback and commentary to students' assignments and projects, supported students in developing and implementing their ideas.
- 08/2019 - 05/2020 **Graduate Assistant** | School of Visual Arts
Managed photography equipment
- 08/2018 - 05/2019 **Graduate Assistant** | School of Visual Arts, Virginia Tech
Managed School of Visual Art's website, videography, video editing
- 05/2016 - 02/2017 **Digital Suit** | MullenLowe Athens Advertising Company
Edited briefs and provided support in preparation of agency's presentations / Collaborated with designers and clients to improve user experience in digital

campaigns / Planned, launched, and monitored email campaigns / Development and maintenance clients' websites (*sportcamp.gr* (Sports Marketing Silver Award 2017), *sportcampkids.gr*, *filedem.gr*, *everyday.gr*, *coffeeisland.co.uk* etc).

- 09/2012 - 05/2013 & 07/2014 - 07/2015 **Account Manager** | Ergoway
Implemented NSRF/OAED programs / Ensured the timely and successful delivery of solutions according to customer needs and objectives / Managed & trained employees.
- 10/2014 - 11/2015 **Tour Guide/ Booking Manager** | Sunrise Votre Mariage
Made tours and arranged bookings
- 09/2013 - 04/2014 **Trainee** | McCaNN Erickson Advertising Company
Organized events and promotions / Communicated with suppliers and clients for day to day tasks / Monitored competitors' campaigns and planned clients' advertising strategies.

TECHNICAL SKILLS

Software: Adobe CC (Illustrator, Photoshop, After Effects, Premiere Pro, Lightroom), Autodesk Maya 2018

Computer/Web: Processing, WordPress CMS

Fabrication: Laser cutting

EXHIBITIONS

- 2020
- I am You** | Athens Digital Arts Festival (Athens, Greece)
 - I am You** | ALC Videoart Festival, MACA - Museum of Contemporary Art of Alicante (Alicante, Spain)
 - I am You** | Thessaloniki Queer Arts Festival (Thessaloniki, Greece)
 - I am You** | Pugnant Film Series, Winter Edition (Athens, Greece)
- 2019
- Displace** | New Orleans Film Festival (New Orleans, LA)
A film by CDTV Collective - Carter Eggleston, David Franusich, Tacie Jones, and Vasia Abatzi
 - I am You - NOFF 2019** | New Orleans Film Festival (New Orleans, LA)
A collaborative projection mapping by Virginia Tech students and faculty
 - I am You** | CINEMA RESET: SOVA x NOLA, Cowgill Lobby (Virginia Tech, VA)
 - I am You** | Data Bank (Blacksburg, VA)
 - Memory Bank** | ICAT DAY, The Moss Arts Center (Blacksburg, VA)
 - Watershed** | Oedipus Max, Krewe of Vapor Wave (New Orleans, LA)
A collaborative projection mapping installation by Virginia Tech graduate students and faculty

2018 **Multiply** | Moss Arts Center (Blacksburg, VA)
A group art installation by thousands of hexagons throughout the entire gallery space.

PAPERS & PUBLICATIONS

2020 **Displace** | Roots and Resettlement mixed-media book (Virginia, USA)
Brain Machine & Push | Silhouette Magazine (Virginia, USA)

2019 **"Memory Bank: When Neuroscience meets Art" Paper** | SECAC
(Chattanooga, TN)
A collaborative project of Vasia Ampatzi, Tacie Jones, Jessie Mann, and Najla Mouchrek

2018 **"An Ethos of Action in Art?" Moving Images and Capturing Time: Video Art in the Curriculum** | SECAC (Birmingham, AL)
A collaborative project of Tacie Jones, and Vasia Ampatzi

AWARDS & ACHIEVEMENTS

2019 **Virginia Dares** | Presidential Principles of Community Award (\$1,000)

2018 **Memory Bank** | ICAT (Institute for Creativity, Arts, and Technology) Student SEAD (Science, Engineering, Arts, and Design) Grant (\$1,000)

2016 **Member of Google's Digital Talents Academy**

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