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VASILIKI AMPATZI

<https://ampatzi.github.io>



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



HTML/CSS



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