

# ORIANA PAPADOPULOS

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## PERSONAL PROFILE

### I BELIEVE

- Strategy is an essential component for every brand.
- The future is about delivering opportunities to simplify people's lives.
- Innovation and digital are enablers only if they are integrated with continuity into the brand's global strategy.
- Content in all of its forms is the only layer between consumers and brands and it needs to be relevant.

### I DELIVER

- Experience Design Thinking
- Audits (through desk analysis, stakeholder interviews, data analysis)
- Brand Strategy
- Communication Strategy
- Content Strategy
- Market Analysis (Industry, Consumer, Competitive Scenario, Trends)
- Customer Journey Mapping
- Opportunity and Prioritisation Mapping
- A guide for a team of cross departmental professionals (marketing and media, digital, business, ux, technology, production) to the company's governance
- A guide towards third-party partners and stakeholders (Agencies, Press, Independent consultants)

### I WANT

- To manage the strategy for your brand/brands to show you how an integrated approach optimises energy, costs and provides tangible results.
- A role that will allow me to interact with different departments periodically.
- Ideally based in Florence, Italy but love to work remotely and travel if needed.

## EXPERIENCE

### INDEPENDENT CONSULTANT — 2020-2022

I am an independent consultant working on brand and communications strategy. I work remotely for agencies and businesses launching or integrating their digital offering. Working independently has given me the opportunity to use my method in different scenarios, proving that in depth research, intuition and creativity always determine the best tactical result. In the past two years I have helped

two agencies build their strategic offering, becoming a crucial part of their business and connecting diverse areas of expertise internally.

- AKQA Paris, Wavemaker, NGG, Tribe Communication, H-Farm, Wodka, VCCP
- Taught strategy for Confindustria Firenze Formazione
- Direct clients

Private portfolio - can be viewed upon request

### **AKQA – 2009-2020**

Senior Strategist having multiple capacities and a complete overarching perspective on every element, I believe that “the whole is greater than the sum of its parts”.

- Complete brand audit through stakeholder interviews, workshops, data analysis, ecosystem mapping for corporate and brands on local and global level. (Menarini Consumer HealthCare)
- Strategic Direction to sustain a long-term vision in which every element of the brand is reflected in a simple and enhanced experience. (Ferrari.com )
- New brand and omnichannel product launch for trade with an overall strategy covering events, influencers, branded content, packaging. (ILTA -Amio)
- Loyalty and advocacy strategy across the brand’s ecosystem (on-offline) to create personalised communications and services. (Pinko)
- Social Media and digital strategies for brand’s engaged with only traditional media, pr and press. (Marchesi Antinori)
- Opened some of Italy’s first social brand channels introducing the importance of organic marketing insights coming from consumers to the brand’s R&D, Marketing and Communications departments. (Mutti spa)
- I was a founding team member of H-art Florence defining and delivering a digital strategy for a governmental institution. (Regione Toscana)

### **FONDAZIONE SISTEMA TOSCANA – 2008-2009**

I was asked to take part in the Region’s first Social Media Team as a specialised journalist in food and travel writing.

- Set-up of the team and processes involved, mapping of the themes, opening channels
- Participating in events to report and write about Tuscany’s excellences
- Testing digital tools and platforms to suggest team methodologies

### **ORDINE DEI GIORNALISTI (NATIONAL JOURNALIST CORPORATION) – 2005-2022**

I became a journalist after a two year internship for a national advertising company. The outlet I was writing for specialised in Food and Travel. My articles were distributed monthly in 50k copies at a national level.

- I have been a member of the Ordine since 2007 and participate in all training, courses and professional updates.
- Events, tastings, visiting companies to photograph and write articles and reportages.

## EDUCATION

### **Università degli Studi di Firenze, Italy** – *Degree*

2001 – 2005, Florence

Degree in Journalism, Faculty of Political Sciences

### **Pinewood American International School, Greece** – *Diploma*

1989 – 2000, Thessaloniki

High School Diploma