



# Oriana Papadopoulos

at

<https://www.linkedin.com/in/orianapapadopoulos/>

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## Summary

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## Experience

### **INDEPENDENT CONSULTANT at**

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.

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\* AKQA Paris, Wavemaker, NGG, Tribe Communication, H-Farm, Wodka, VCCP

\* Taught strategy for Confindustria \* Direct clients

Private portfolio - can be viewed upon request

### **Senior Strategist at AKQA**

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

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\* 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)

## **at FONDAZIONE SISTEMA TOSCANA**

FONDAZIONE SISTEMA TOSCANA - -----

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)

## **journalist at**

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.

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- \* 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.

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## **Education**

**Università degli Studi di Firenze**

Degree, -

## Faculty of Political Sciences

Diploma, -

High School Diploma, -

## Pinewood American International School

Diploma, -

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## Skills

Writing Articles, Communication Strategy, Working Independently, Strategic Direction, Product Launch, enhanced experience, R&D, Digital Strategy, Marketing, Ecosystems, Social Media, a journalist, INDEPENDENT CONSULTANT, Senior Strategist, a founding team member

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## Keywords

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## Languages

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## Other candidate information that Vincere supports

*Add the wildcards to your template. Vincere will recognize and replace it with corresponding information.*

(Notice: Please remove this section if you don't need it in your template)

## General information

1. Candidate middle name ( )
2. Candidate preferred name ( )
3. Candidate first name in Kana ( )
4. Candidate last name in Kana ( )
5. Candidate date of birth ( )
6. Candidate Age ( )
7. Candidate Place of birth ( )
8. Candidate Citizenship ( )
9. Candidate Gender (Female)



10. Candidate Photo ( )
11. Candidate Primary Email (orianapapa@gmail.com)
12. Candidate Work Phone ( )
13. Candidate Primary Phone (+39 393 949 1377)
14. Candidate Home Phone ( )
15. Candidate LinkedIn profile (<https://www.linkedin.com/in/orianapapadopoulos/>)
16. Candidate Current Address - Address ( )
17. Candidate Current Address - District ( )
18. Candidate Current Address - City/Town ( )
19. Candidate Current Address - State ( )
20. Candidate Current Address - Country ( )
21. Candidate Current Address - Zipcode ( )
22. Candidate Current Address - Name ( )
23. Candidate Availability for Work ( )
24. Candidate Marital Status ( )
25. Candidate TOEIC Score ( )
26. Candidate IELTS Score ( )
27. Candidate ID (63663)
28. Candidate Work History (INDEPENDENT CONSULTANT

2020-01-01 - 2022-01-01

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.

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\* AKQA Paris, Wavemaker, NGG, Tribe Communication, H-Farm, Wodka, VCCP

\* Taught strategy for Confindustria \* Direct clients

Private portfolio - can be viewed upon request

AKQA

Senior Strategist

2009-01-01 - 2020-01-01

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

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\* 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)
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- \* 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

2008-01-01 - 2009-01-01

FONDAZIONE SISTEMA TOSCANA - -----

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- \* 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)

journalist

2005-01-01 - 2022-01-01

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.

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- \* 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.)

29. Candidate Desired Salary (GBP £0.00)
30. Candidate Current Salary (GBP £0.00)
31. Candidate Contract Rate ( )
32. Candidate Notice Period (30)
33. Candidate Brief (Oriana Papadopulos has been working in the IT occupational sector for more than 17 years. In the last employment she was working as an Independent Consultant. So far Oriana has not gained any managerial experience.)
34. Candidate LinkedIn resume ( )
35. Candidate Company name( )
36. Candidate Company number( )
37. Candidate Branch ( )
38. Candidate Desired Industry ( )
39. Candidate Desired Sub Industry ( )
40. Candidate Desired Function Expertise ( )
41. Candidate Desired Sub Function Expertise ( )

#### **NOTE:**

1. To fields of Education, because it's a dynamic field in Vincere and you can add as many education as you want in Candidate Profile, it's important to put the details inside a Loop to get all Education details of a candidate.

Education details that are supported in Resume Builder:

- a. Candidate Education Level (`${education.educationLevel}`)
- b. Candidate Education Summary (Università degli Studi di Firenze  
Degree  
Faculty of Political Sciences  
Journalism, Diploma  
High School Diploma  
Pinewood American International School  
Diploma)
- c. Candidate Education Institution (`${education.institutionName}`)
- d. Candidate Education Course (`${education.course}`)
- e. Candidate Education Qualification (`${education.qualification}`)
- f. Candidate Education GPA (`${education.gpa}`)
- g. Candidate Education Honors (`${education.honors}`)
- h. Candidate Education Major (`${education.major}`)
- i. Candidate Education Grade (`${education.grade}`)

To use those wildcards, simply put them between an “Education.EducationStartLoop” and an “Education.EducationEndLoop”

Example:

Università degli Studi di Firenze

Degree, -

Faculty of Political Sciences

Diploma, -

High School Diploma, -

Pinewood American International School

Diploma, -

2. Fields in Work History of candidate work in the same way as Education’s fields.

You will have to put Work History details in between a “WorkHistory.WorkCompanyStartLoop” and a “WorkHistory.WorkCompanyEndLoop”.

Work History details that are supported in Resume Builder:

- a. Candidate Job title (`${experience.jobTitle}`)
- b. Candidate Employer (`${experience.employer}`)
- c. Date range (`${experience.dateRange}`)
- d. Candidate experience at the company (`${experience.company}`)

### Recruiter information

1. User location ()
2. User phone number ()
3. Resume submitted date (27/03/2023)
4. User company name (Wild Squirrel Recruitment)
5. User name ()
6. User email ()
7. Primary Brand Logo ()
8. Primary Brand Name ()