



## Angeliki (Kelly) Kopanidi

### JR Digital Marketing Specialist

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🎂 2 August 1994

### Skills

- Marketing plan / Media plan
- Content Marketing
- SEO / SEM
- Google Search Ads / Google Display Network Ads
- Google Analytics
- Facebook & Instagram Ads
- Facebook Insights / Campaign Reporting
- LinkedIn Ads / Campaign Reporting / Analytics
- YouTube Ads
- Affiliate Marketing
- Email Management / Marketing
- Omnichannel Marketing
- Canva
- Mailchimp
- Fundamentals of Wordpress
- Microsoft Office Package
- Experienced in Microsoft Excel

### Languages

- Greek - Native / bilingual proficiency
- English - Master Level C2
- Spanish - Basic Basic Fluency

Computer Skills - ECDL Certificate



Team Player



Communication skills



Creativity



### Hobbies

- Travelling
- Swimming
- Watching theatrical performances, movies
- Volunteering & taking care of stray animals

## EDUCATION HISTORY POST GRADUATE STUDIES

International Business Management Institute (IBMI)  
*Diploma in "Marketing and Communications"*

2022

Athens University of Economics & Business

2021-2022

Professional Diploma in Digital Marketing & Social Media  
*"DigiMa - Digital Marketing & Social Media"*

## BACHELOR'S DEGREE

National & Kapodistrian University of Athens

2012 - 2016

School of Theology Faculty of "Social Theology & the Study of Religion"

## LICENSES & CERTIFICATIONS

Coursera

2022

Create an e-Commerce store with Shopify

Coursera

2022

Create a Google Ads Search Campaign

Coursera

2021

Increase SEO Traffic with WordPress

Coursera

2021

Build a Full Website using WordPress

Coursera

2021

Use Mailchimp to Build an E-mail Marketing Campaign

Coursera

2021

Use Canva to Create Social Media Visuals for Business

IST College

2021

Diploma in Secretary Skills

Google Digital Workshop

2021

The Fundamentals of Digital Marketing

## WORK EXPERIENCE

Freelance (self employed)

Sept 2020- Aug 2021

Private English Tutor

- English tutoring lessons to children
- Planning, preparing & delivering lessons
- Checking & assessing pupils' work

June 2019 - Jan 2020

Stavros Niarchos Foundation Cultural Center (SNFCC) - National Library of Greece (NLG)

Administrative Office Assistant

- Secretarial Support, Data Entry by using Microsoft Office Excel, Filing, Archival Digitization, Customer Service
- At Manuscripts Reading Room (NLG)

Jun 2018 - Oct 2018

ENT (otolaryngologist) Doctor's Office Eleni Kakouri, Piraeus Athens

Medical Office Secretary

- Secretarial Support, Greeting & Welcoming Guests, Answering & Forwarding Incoming Phone Calls, Online Prescription