

KONSTANTINA PAITARIDOU

Social Media Specialist

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EXPERIENCE

Social Media Specialist

Freelance Projects | 2022

- Creating & organizing all social media posts
- Creating, running, and optimizing campaigns.
- Engaging with clients online.

Business Development Executive

SlashData | 2019

- Managing & growing partnerships with long-tail partners and tech media.
- Measurement of ROI, performance reporting, analytics monitoring & reporting.

Copywriter & Community Manager

Admine | 2017

- Creating and managing social media content.
- Fostering a positive community.
- Established clear brand voice on social media

Project Manager

AIESEC | 2014

- Tracking & coaching team leaders and project managers based on project plan and goals.

TECHNICAL SKILLS

Illustrator



Photoshop



Canva



Facebook's Ads Manager



MS Office



MY LIFE'S PHILOSOPHY

*"Do I contradict myself?
Very well then I contradict myself,
(I am large, I contain multitudes.)"*

Walter Whitman

EDUCATION

BSc in Applied Psychology

University of Derby

- Research Methods (Qualitative & Quantitative)
- Social, Health & Cognitive Psychology

MA in Communication

University of Krems

- Content Marketing Strategies
- Basic design & video editing skills

CERTIFICATIONS

Certificate in Digital & Social Media

KnowCrunch | 2017

Certificate in Graphic Design

Women4IT | 2021

SKILLS

Copywriting



Advertising



Graphic Design



Teamwork



Problem Solving

