

Athena Stylli

Social Media Manager

Freelance Social Media Manager with 6+ years experience in pursuing my passion of building clients' online presence. Having worked with clients in 10+ different industries, I am highly motivated to constantly learn more.

EDUCATION

MSc Digital Marketing & Analytics

Regent's University, London
2016-2017

BA Media & Communication

Goldsmiths University, London
2012-2015

Four (4) A Levels

The Grammar School, Limassol
2011-2012

SKILLS

- Social Media Management (*Meta Business Suite, Hootsuite, and Sprout Social*)
- Graphic Design (*Illustrator & Canva*)
- Content Writing
- Social Media Strategy
- Social Media Paid Campaigns
- Newsletters (*Mailchimp & Hubspot*)
- Wordpress
- Creative Thinking
- Leadership

CONTACT ME

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Cyprus (Remote)

Personal: @astylli
Food blog: @cyprus_foodies
Travel blog: @droneyduo

WORK EXPERIENCE

Social Media Manager

November 2021 - Present

Self Employed Freelancer

- Develop customised social media strategies that achieve measurable results.
- Manage the creation and implementation of organic and paid social media campaigns on Instagram, Facebook, LinkedIn & TikTok, driving significant engagement and growth in followers for clients.
- Offer clients a range of graphic design services (using Illustrator and Canva), including the creation of eye-catching social media posts, infographics, and visually attractive reels that help to increase brand awareness and engagement.
- Conduct thorough market research and competitor analysis to identify trends and opportunities in the social media landscape, leading to the development of effective marketing campaigns and content ideas.
- Engage with and manage interactions on accounts by monitoring and promptly responding to comments and direct messages.
- Content writing for blogs and newsletters, with a strong focus on delivering high-quality, SEO-friendly content, as well as designing visually appealing newsletters that align with brand guidelines and communication goals.
- Monitor and analyse social media metrics, providing regular reports to clients on the performance of their social media channels and offering insights on areas for improvement.

Social Media Manager & Sales Executive

Feb 2020 - Nov 2021

Online Solutions Agency, Cyprus

- Developed & managed Social Media Marketing Strategies for B2B and B2C clients, carried out on all social media platforms including Instagram, Facebook, LinkedIn, TikTok. Using Creator Studio and Hootsuite.
- Managed accounts, by overseeing client projects & managing client's digital marketing needs
- Created and executed paid online campaigns using Facebook Ads Manager, followed by end-of-month data reports
- Content writing for landing pages & blog posts
- Emailing Marketing using Mailchimp
- Billboard Strategy & Sales for clients
- Local Influencer Marketing Strategies - have worked closely with influencers & micro-influencers in Cyprus, in order to create long-term collaborations with our clients

Social Media Manager

April 2018 - February 2020

120 Advertising, Cyprus

- Developed & managed Social Media Strategies for B2B and B2C communications spread among various industries, ranging from Forex, ICOs, Fashion brands, and F&B's. Implementation of these strategies are carried out on channels such as Facebook, Twitter, Instagram, LinkedIn & Telegram.
- Created and executed engagement, reach, lead generation and traffic campaigns using Facebook Ads Manager for Facebook and Instagram
- Influencer marketing - created a database of influencers and contacted them for collaborations with clients
- Email content creation executed monthly using Mailchimp
- Account management - overseeing that clients tasks are being completed by others