


CHRISTIANA PASHIOU



About me

Created in Cyprus, made in NYC.
I'm a Dancer, Teacher, Event Organizer, Roller Skater,
World Citizen and newly made
Social Media Manager and Content Creator.
Everything I do, I do with passion and full dedication and I'm excited to
bring my unique blend of creativity and strategic thinking to help
businesses shine in the digital world.
As a dancer, I understand the power of movement and rhythm, and I
bring that same energy to my digital marketing campaigns.
I believe that every brand has a unique story to tell, and I'm here to
craft and share that story in the most engaging way possible.
Also a lifelong student, committed to staying at the forefront of industry
trends and emerging technologies.

Contact

- ✉ chrisdidas@gmail.com
- ✉ +357 99842638
- ✉  <https://bit.ly/3TUI5ya>

Education

Social Media Freelancer Bootcamp – Student Life Academy

Practical Applications and Strategies of
Digital Marketing, Marketing for Social
Media and Marketing for Search Engines
2023

Broadway Dance Center (New York)

Dance/Choreography/Education
2008 - 2010

St.John's University (New York)

Communication arts
2006 - 2008 (incomplete)

Skills

- Social Media Management
- Web Content Writing
- Meta & Google Ads
- Photoshop, AI, Canva,
- Excel/ Google sheets
- Event organizing

Languages

English

Greek



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Work Experience

Junior Marketing Executive

HostingB2B

September 2023 - Present

- Crafting engaging social media content (text, visuals, videos) across platforms (e.g., Facebook, Instagram, X, LinkedIn) to achieve brand awareness growth, increased engagement.
- Leveraged AI tools for content creation & optimization, collaborating with the team on data-driven strategies to meet marketing goals (e.g., website traffic increase, lead generation).
- Staying ahead of social media trends & algorithms, analyzing performance to refine content for maximum impact.
- Social Media Management and ads for other companies
- Corporate Event organizing

Social Media Freelancer

March 2023 - Present

- Social Media Management and Ad creation and optimization for small businesses.

Event Organizer/Founder/Social Media Manager

Strawberry Jam Cy

December 2015 - Present

- Started in 2015 ,with all my years of experience and knowledge from living and working in New York, with main goal to educate and expand the Hip Hop community of Cyprus. Started with Dance parties and few years later organized my 1st Hip Hop festival. Now with my co-organizer, hosting international level competitions, parties ,seminars and festivals with international guests.
- Other than main event organizer I'm also in charge of our SMM.

Dance instructor/coach/choreographer

Dance Factory Cyprus, Panthers Dance Studio, Rebel Dancers Academy

2014 - Present

- Coaching kids, teens, and adults in Hip Hop dance, history , foundation, technique, musicality, choreography and how to develop their own personal style. Training for competitions and shows.

Event organizing/assistant

Nemalesis Productions/More than enough NYC

2010-2014

- Helped organize, host and promote dance events.
- Was in charge of handling registrations, customer service, promotion and Social Media.