



ELENA SOTERIOU

ELECTRICAL AND COMPUTER ENGINEER

I am hardworking, highly motivated person trying to bring the best result in the tasks I undertake. I always try to improve my skills, so I've done some trainings to gain experience. I have worked as an IT, web analyst but nevertheless have a great passion for social media, marketing and creation.

CONTACT

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WORK EXPERIENCE

Web Analyst

Aylo

November 2022 to today

- Analyze and monitor KPIs, review CPAs and campaigns performance.
- Analyze revenue & ROI across several channels through in-depth analysis and web analytics.
- Prepare daily, weekly and monthly reports on KPI's, revenues, campaigns progress and affiliates.
- Analyze and validate Web Metrics to give actionable insights to the Product teams.
- Work with the client relationships management team to build more efficient reports.

EDUCATION HISTORY



Master of Computer Engineering

University of Cyprus

Year of Graduation: 2022



Bachelor of Electrical Engineering

Cyprus University of Technology

Year of Graduation: 2020



Electricity Market Officer

Bioland Promithia Ltd

September 2022 to November 2022

- Management of the database of customers, producers, and the Electricity Market.
- Management of the Electricity Market operating program.
- Cooperation with the IT department in the maintenance and support of the systems.
- Translate data into Excel reports and present findings and data in PowerPoints.
- Data interpretation and analysis of results with statistical techniques using company own programs.
- Design user interface for new software.

SKILLS

HARD SKILLS

- Marketing
- MS Office
- C/C++
- VHDL
- Canva
- Capcut
- Interpreting data

SOFT SKILLS

- Communication
- Collaboration
- Problem Solving
- Leadership
- Creative thinking
- Motivation

CERTIFICATIONS



A.I. Content Creator

StudentLife Academy
2024

- Video/Reel creation.
- Photoshoot days for content creation.
- Sales Strategy for a product or service.
- Social Media Management.
- Content calendar and scheduling.
- Fundamentals for logo design.
- Social Media visual templates.
- Colour palette and typography guidelines.



Digital Marketing

StudentLife Academy
2022

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



Google Ads Search Certification

Google
2022



Full Stack Developer

School of Certified Professionals
2022



Python Essentials

Python Institute
2021

MEMBERSHIP

Scientific Technical Member of Cyprus (ETEK)

2022

WORK EXPERIENCE



IT - Graduate Program

Central Bank of Cyprus
July 2022 to August 2022

- Support configuration of a recording and asset management system (computers, servers, etc.) and participation in teleconferences with the system support company.
- Setting up new computers before handing them over to the Bank's users.
- Infrastructure management support tasks.



IT Support Engineer

Datatech I.T Solutions Ltd
September 2021 to July 2022

- Test iJustice releases/updates.
- Create detailed, comprehensive and well-structured test cases.
- iJustice technical support.
- Connect equipment to a network, where iJustice is installed.
- Software installation (drivers, Internet browsers).
- Manage wireless (Wi-Fi) and wired networks related to iJustice.
- Computer Integration in Domain (Active Directory).
- User Technical Support, such as troubleshooting Microsoft Office Products (Word, Excel, PowerPoint, Outlook).
- Troubleshoot Active Directory accounts.



Digital Marketing - Internship

Ad Tag - Global Ad Solutions Ltd
October 2020 to May 2021

- Providing support services in advertising campaigns.



Electrical Engineer and Communication System Assistant - Internship

Cyprus Telecommunications Authority
June 2019 to September 2019

- Daily maintenance of machines.
- Respond for customer communication services.