

# ELENI PETROUI

## MARKETING/SOCIAL MEDIA SPECIALIST

 99037038

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 Chloes 38,Larnaca

### SKILLS

- ANALYTICAL AND CRITICAL THINKING
- CRM AND MARKETING AUTOMATION
- SOCIAL MEDIA
- DATA ANALYSIS
- GRAPHIC DESIGN
- CONTENT CREATION
- BRAND & AUDIENCE DEVELOPMENT
- GOOGLE ADS

### LANGUAGE

GREEK 

ENGLISH 

### INTERESTS

PHOTOGRAPHY  
SPORTS

### EDUCATION

**2015-2018**

De Montfort University of Leicester

**Fashion Buying & Marketing**

### EXPERIENCES

- **MP Famousse 2022-2023**

*Marketing & Sales*

- Develops sales strategies
- Helps to detail, design, and implement marketing plans for each product or service being offered
- Maintains excellent relationships with clients through superior customer service
- Creating content, including text posts, video and images for use on social media

- **Arise Active 2022-2022**

*Marketing Manager*

- Developing new social media strategies and campaigns
- Managing a budget to be spent on promoting social media posts
- Creating content, including text posts, video and images for use on social media

- **Crocodile shoes & accessories 2019-2022**

*Marketing Officer*

- Writing, editing marketing material for use in different channels
- Plan advertising and promotional campaigns for products on a variety of media
  - Devising marketing campaigns
  - Evaluating the effectiveness of campaigns
  - Responsible for the operation of the eshop

- **Freelance social media 2021-2023**

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