

# Maria Gregoriou

## CONTENT WRITER – COPYWRITER – JOURNALIST

Nicosia, Cyprus | [gregoriou.maria@gmail.com](mailto:gregoriou.maria@gmail.com) | +357.99.567258 | [LinkedIn](#) | British-Cypriot

**A Write by Any Other Name** – technical, product, content, copy, social media, press, article, blog, speech. A born writer who can spin a story from strategy to content. With one eye on marketing trends and the other on methods to improve and develop skill sets, this ever-evolving professional is constantly looking for ways to contribute and drive new outlooks forward.

## KEY EXPERTISE – Media & Communication

- **Social Media Planner/ Writer**
- **Journalism**
- **Content Writing, Editing & Proofreading**
- **Media & Market Collaborations / Branding**

## WORK EXPERIENCE – Fulltime Jobs

January 2024 – Present

**The Luxury Playbook**

### FREELANCE CONTENT WRITER

#### Key Duties:

- Writing blog posts on given subjects, mostly about real estate and investing, together with expert featured articles to do with content writing.

January 2023 – December 2023

**Key Way Investments Ltd.**

### CONTENT WRITER

#### Key Duties:

- Content writing for the company's social media channels, website, videos, and emails.
- Editing articles from analysts.
- Arranging materials for translations and the uploading of specific content onto the website.
- Consistency of branding and compliance is upheld throughout all these processes.

September 2018 – January 2023

**TeleTrade**

### CONTENT MANAGER

#### Key Duties:

- Planning and putting into action content strategies to extend the brand's reach.
- Content writing for the company's social media channels, website, and emails.
- Editing content from analysts and overseeing content from representative offices while providing content training.

March 2013 – September 2018

**Cyprus Mail, Nicosia**

### JOURNALIST

#### Key Duties:

- In charge of the *What's On* page, featuring articles on current events.
- Responsible for researching and selecting the events to be featured in the newspaper.
- Conducting interviews and writing articles and press releases.
- Preparing the accompanying images in Photoshop and setting up the page in Adobe InDesign.
- Uploading articles on the newspaper's website.

June 2012 – March 2013

**Marcus Evans, Nicosia**

### JOURNALIST

#### Key Duties:

- Writing press release articles related to the summits hosted by the company upon interviewing speakers or delegates - the articles were then used by the marketing team as part of their online campaigns and website content.

Fulltime 2001 – 2008. Freelance 2011 – 2012 (Freelance)

**EDAMS Technology, Cyprus**

### TECHNICAL WRITER

#### Key Duties:

- Writing documentation for specialised software used by water utility entities.
- Writing of reference manuals, workbooks, tests, questionnaires, training guides, training synopsis for end users.
- Responsible for the Creation of Online Help using RoboHelp.

## WORK EXPERIENCE – Freelance Jobs

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June 2021 – January 2023

### Consultics

#### Content Writer / Personal Branding

- Writing: blogs, newsletters, landing pages, website content, video captions, social media posts, radio spots, the CEO's LinkedIn page

January 2016 – December 2018

### Mbloo Creations, Web & Graphic Design Studio

#### BLOG WRITER

August 2015 – September 2019

### Film New Europe (website)

#### CYPRUS CORRESPONDENT

- Conducting interviews & writing articles about the local film industry.

June – December 2001 / June 2007 – April 2008

### Messaridis Advertising LTD, Cyprus

- Writing slogans, radio spots, press releases.
- Translation of material from Greek to English.

### English Teacher

- **The Grammar Institute** – September 2010-July 2012 – Junior & Senior Level.
- **G.C. Institute** – September 2009-June 2010 – Pre-Junior & Junior Levels.
- **European University Cyprus** – October 2009-February 2010 – English for Foreign Students.

## LANGUAGES

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English  
Greek

Native Level  
Second Language

## EDUCATION & QUALIFICATIONS

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2020 – 2021

### Professional Diploma in Digital Marketing

Digital Marketing Institute

2008 – 2010

### MA in Creative Writing (Poetry); Minor in Pedagogic Studies

Manchester Metropolitan University, UK *(Taught by Poet Laureates Carol Anne Duffy & Simon Armitage, as well as Michael Symmons Roberts.)*

2002 – 2007

### BA in English Language & Literature

Cyprus College, Nicosia

1997 – 2000

### Associate Degree in Marketing

Cyprus College, Nicosia

1990 – 1997

### School Leaving Certificate in Economics & Accounting

The Grammar School, Nicosia

## EXTERNAL COURSES

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June 2020

- Online course in Promoting Financial Products, Appropriateness and Non-Advised Transactions  
European Institute of Management & Finance

## PRIZES

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First place in the poetry competition of Cyprus College 2002 and 2003

First place in the Poetic Encounters competition, Cyprus, May 2009, for the poem 'Manmade Constellation.'