

CHRISTINE DIMOSKOUDI

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PERSONAL INFORMATION

Date of Birth 13/10/1989

FIELDS OF INTEREST

Communication, Advertising

EDUCATION

- 10/2008 – 06/2013 **DEREE – The American College of Greece** – Athens, Greece
BA Hons in Communication, Open University Validated
Bachelor of Arts in Communication
- Specialisation in Advertising and Public Relations
- Significant courses Copywriting and Creative Evaluation, Client Services in Advertising, Brand Building in Advertising, Public Relations and Special Events Planning, Presentation Skills, Computer Mediated Communication, Sociology
- Significant projects Effectiveness of Public Service Announcements in Greece, Rebranding H&M, Creating Print Advertisements for Client Services; Print & Radio Advertisements for EPSA Bio
- 10/2008 – Present **Technological Educational Institute of Epirus** – Igoumenitsa Greece
- Significant courses: Courses in Applied Foreign Languages in Manage & Commerce
Spanish, English, Marketing
- 09/2004 – 06/2007 **5th Lyceum of Exarchia** – Athens, Greece
Apolytirion
- Student Government (President), Art events; organised student events
 - Choir; performed in student events

WORK EXPERIENCE

- 5/2016 – 9/2016 **Booking.com**
Accommodating Service Coordinator
- Liaison person for hotels to contact
 - Providing support to hotels or Booking.com BV in building the webpage for hotels and/or maintaining hotel information on the Booking.com website
 - Verify that website has accurate information on hotels and pictures of newly registered hotels
 - Delivering training to new hotels on how to use Booking.com's extranet and rates & availability system
 - Providing hotels with information and advice
 - Check statistics in the control room and follow up
 - Liaise with hotels to ensure information is up to date
- 3/2015 – 6/2015 **Emphasis Marketing Services**
Marketing Executive
- Search Engine Optimization (SEO)
 - Search Engine Marketing (SEM)
 - Creating a corporate identity in social media (Facebook, Twitter, LinkedIn, Youtube)
 - Creating and manage advertising on social media
 - Administrative and back office operations
 - Client service
 - Responsible for the expansion of the portfolio of the company
 - Competition Analysis
 - Market Analysis for products and services
 - Market Targeting
- 11/2014 – 1/2015 **IronFx Global** – Athens, Greece
Account Manager
- Conduct business development and generate leads
 - Events planning
 - Discuss financial markets with clients
 - Assist Compliance of documentation
 - Train clients on the Company's trading systems
 - Communicate marketing promotions

8/2013 – 11/2014

Gulf Investor Circle Group – United Arab Emirates (Greece Based)
Instyle Villas, Rooms-2-let, Retreats InStyle

- Marketing, communication and promotional initiatives of the projects
- Responsible for the expansion of the portfolio of the company
- Client service
- Administrative and back office operations
- Social media support

06/2013

Nikolaos Mardas Cosmetics Trade Company – Island of Rhodes, Greece
Junior Buyer, Volunteer for Cosmetics Trade Exhibition Beauty Eurasia in Istanbul

- Participated in a trade exhibition in Istanbul
- Contacted worldwide production company owners-representatives
- Researched on good suppliers and new products; negotiated prices
- Identified products to create new brand

9/2009 – 05/2010

Private Contractor
Child care

- Cared for a 5 years old boy; taught English through creative play (pantomime)
- Generated entertaining activities, such as cooking and outdoors activities

05/2008 – 10/2008

Teleprime – Athens, Greece
Sales Agent, Telesales department

- Completed sales of telecommunication products; achieved above target results
- Identified prospective clients' needs and persuaded them; identified decision makers
- Assumed supervisor's duties upon request; resolved problems of new employees
- Handled difficult clients

SEMINARS

Communication Seminars 2013

- "Pursuing a Career in the Field of Public Relations". Elena Savva PR Specialist.
 - "Nurturing Brands, Stathis Georgiadis". Marketing Communication Consultant.
 - "Independent Journalism: What Is It and Why Do We Need It?". John Psaropoulos, Journalist.
 - "Will There Be a Need for Journalism in 2020?". Pavlos Tsimas, Journalist, Mega Channel.
 - "How The Internet Has Demolished an Industry and Set the Written Word Free". Thodoris Georgakopoulos, Journalist.
 - "Why Do We Need History?". Paschos Mandravelis, Columnist, Kathimerini.
- "Challenges in Covering the Greek Financial Crisis". Constantinos Davlos, Skai Television.

Communication Seminars 2012

- "Social Media Challenge for Tech Bran". John Gratsionis, Director of Sony Greece.
- "Communication Industry: Sailing in Uncharted Waters". John Kalogeras, Communication Consultant.
- "Create your own way out of crisis", Peter Economides, Brand Strategist.

Communication seminars 2011

- "How Big Ideas Come to Life". Christos Koutsoukos, Director.
- "War Reporting". Stratis Angelis, Journalist, Mega.
- "Digital Technology in the Movie Industry". Jacques Kruger, Vice President Odeon.
- "Re-Branding: A Real Life Communication Challenge". Vassilis Adamidis, Country Manager, Nestle Hellas.
- "Challenges and Opportunities for Greek TV". Karolos Alkalai, General Manager, Star Channel.
- "The Economic Crisis and the Media". George Tsakiris, Journalist Eleftherotyppia.

SKILLS

Language

English (Proficient), Spanish (Basic)

Technical

MS Word, Excel, PowerPoint, Word Press, Google AdWords, Youtube Ads

Professional

Active listener; persuasive speaker; proactive, structured, skilled at evaluating options and generating solutions; generator of new ideas and new ways of doing things

ACTIVITIES

DEREE Communication Society, Volunteer at Communication Contexts event

- Helped in the organisations of the event; registered participants
DEREE Marketing Society, Member
Therapeutic Riding Association, Volunteer
- Accompanied children with disabilities in horse riding activities; cared for horses

INTERESTS

Writing, Social Media