

# Antonia Christou

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## CLIENTS:

Nike, Wind, Pireos Bank,  
OPAP, PepsiCo, Lidl,  
Dominos, Chiquita,  
Public Stores, TedXAthens,  
Johny Walker, Septona,  
Pet City,



## LANGUAGES:

English (fluent)  
French (good)  
Dutch (intermediate)  
Greek (native)

## SUMMARY

Responsive and organized digital brand manager adept at managing demands of multiple involved partners and trained in building strategic network ties.

I have been working as a communication facilitator between strategic departments and highly technical as well as creative teams. I have gained an extensive understanding of technical lingo within digital media from working closely with different types of developers and UX (interactive) designers and creative developers.

## PROFESSIONAL EXPERIENCE

### Freelance Planner, The Newtons Laboratory,

<http://www.thenewtons.gr/> Athens 02.2016 - 05.2016

Freelance planner for the digital department at The Newtons Laboratory, one of the most prestigious agencies in Greece. Worked on adhoc specs for Lay's (PepsiCo), Nike Greece and Wind telecoms, BMW Mini. Worked with local and global teams for the production of the first ever JDI (Just Do it) Greece together with Wieden & Kennedy Amsterdam, Nike (Global and EHQ) and local PR agency Gravity. Organized and coordinated an inspiration event for one of the biggest clients of the agency OPAP (Organisation of Football Prognostics), the theme of which was Consumer Insights. Invited a guest speakers from the Wieden & Kennedy network, as well as the strategic and creative departments of the agency. Conducted research on digital trends for 2016 and worked on a pitch for Lay's on a series of strategic ideas and activations for client to boost their digital footprint.

### Media Coordinator, Converse EMEA (Nike EHQ) via Anomaly

Hilversum and Amsterdam, 07.2015-12.2015

Acting as the liaison between all key stakeholders charged with media planning (& delivery) of brand campaigns including Anomaly Amsterdam, Protein and local Converse territories. Compiling all data and content (media, PR, web, sales/retail, social media) from on-going current campaigns into a larger report for the best monitoring and evaluation of the campaign's progress. Responsible for ensuring smooth induction of the media agency, Protein, into the Converse team and working with local markets (UK, AGS, Iberia, France and Benelux) to set up a functional working process. Communication of media deadlines across EMEA markets, working closely with all parts to determine and know what assets are coming from different campaigns. Responsible for circulating any feedback on media plans to all stakeholders.

### Freelance Digital Project Manager and Local Fixer

Amsterdam, 01.2015 - 07.2015

Digital PM for various Athens based media including Ozon, Vice (GR) and Elle (FR). Advising on turning story ideas into a comprehensive film. Responsible for putting together a creative and journalist crew, briefing the assisting parties involved and being responsible for the financial aspects of a film's production (incl. budget negotiation and sourcing, invoices, payments). Scheduled interviews, drafted budgets, edited proposals and conducted research. Assisted within the production of projects based out of Athens, Paris & Amsterdam.

### Producer, Elle Magazine (Paris) <http://www.elle.fr/> and <http://www.elle.com/>

Amsterdam- Paris, 12.2014- 02.2015

Managed a team of 2 reporters and film crew for the organization and execution of a 4-year reportage in Greece. Maintained relationships with collaborating partners, budgeting, administrative support, press and media coordination.

**Account & Product Manager, Travelbird <http://travelbird.com/>**

Amsterdam, 06.2014- 12.2014

Established and managed the Greek Account from scratch. Conducted research on market trends, evaluating the competition and identifying new popular leads in order to promote travel deals in Greece. Worked individually on establishing, developing, maintaining and expanding client portfolio. Content consulting, after sales relationship management and executing administrative tasks. Product Manager for the launch of the Villas project, Fly & Drive and Cruises.

**Web Editor, Booking.com [www.booking.com](http://www.booking.com)**

Amsterdam, 08.2013- 01.2014

Created content for various Booking accommodation types, maintaining up-to-date information and monitored content quality. Responsible for the validation of content essentials (photos, updates, property features). Working closely with the local content team in Greece. (Regions: Greece, Cyprus)

**Digital Strategy, Tribal DDB <http://www.ddbgroup.nl/>**

Amsterdam, 04/2012 – 10/2012

Research on mobile applications, digital strategy and social media management. Assigned to the Heineken team for the monitoring and successful workflow of 28 international community managers within the client's social media platforms. Assisted the project management team for the delivery of two new sites for Philips, including re-design and build within extremely short timeframe.

**CLIENTS:**

Heineken, Diageo, Volkswagen, McDonalds, Philips, P&G

**Community Manager, Amsterdam Worldwide**

<http://www.amsterdamworldwide.com/>

Amsterdam, 11.2011 – 03.2012

Worked closely with the digital team within the agency as a community manager and media coordinator. I conducted research on mobile and UX design for the needs of our client, filtered and archived a large amount of the technical feedback, managed and evaluated user feedback, reported to the senior digital art director, assisted all departments for the timely and optimal design and delivery of a new social music mobile application (NightTag). Built relationships with industry journalists, bloggers, technology experts and digital media contacts.

**CLIENTS:**

Olmecca Tequila, Pernod Ricard Group

**EDUCATION**

**University of Amsterdam: International School of Social Sciences.**

Msc in European Communication Studies, 2008

**University of New York: Department of Media & Culture.**

Exchange Student Program, Spring semester 2007

**National Institute for Translation Studies**

Translation Diploma (English to Greek), 2006

**The American College of Greece.**

BA in Communication Studies (Journalism & New Media), 2001-2005

*\*Graduated with High Distinction\**

### Professional Training

Principles of Digital Project Management and Online communities

**Philips HQ,  
Eindhoven, The Netherlands,  
April 2012**

Basics of Information Security

**ISO 27001 Certificate,  
Utrecht, The Netherlands, June  
2009**

### KEY SKILLS

- Digital strategy
- Project management
- Interactive marketing (multimedia, social media)
- Brand development & Brand recognition optimization
- Community management , building and web analytics.
- MS Office, SEO, Google Apps and Google Analytics, Adobe suite
- Extensive use of Highrise, shared contact management web application which supports basic CRM tasks.
- CreativePro Office and BaseCamp while managing and working on creative projects.

### PERSONAL QUALITIES

Excellent communicator, fast learner, resourceful, methodical, driven, strong team spirit , stress enduring

### HOBBIES

Travelling, photography, live concerts, blogging, pop quiz maker, pastry baking, bikram yoga

### REFERENCES

Available upon request.