

STELLA KONSTANTINA TSIMPOU

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PROFESSIONAL SUMMARY

A highly skilled Web and Video Content Coordinator with over six years of experience in designing and developing websites, managing content, and creating multimedia assets. Expertise in PrestaShop and WordPress platforms, video production, and digital marketing strategies. Proven ability to enhance brand visibility and optimize web performance through data-driven insights and creative storytelling.

WORK EXPERIENCE

Web and Video Content Coordinator

LALIZAS SA | January 2018 – Present

- Design and development of e-commerce platforms and corporate websites using PrestaShop and WordPress.
- Manage website content, including banners, product listings, and general updates.
- Overseeing the company's Amazon account, managing product listings, customer relations, and order processing.
- Direct, shoot, and edit corporate and product videos for websites, social media, and internal communications.
- Conduct in-depth reporting using Google Analytics and Data Studio to optimize website performance and track user engagement.
- Implement newsletter campaigns using SendInBlue
- Create for promotional materials for exhibitions and conferences
- Conduct competitive analysis and reported findings to improve strategic decision-making.

Brand Manager

Cyta Hellas | September 2010 – December 2017

- Design and implement Above and Below the Line (ATL & BTL) marketing campaigns, including TV, radio, print, and digital advertising.
- Create promotional materials for exhibitions, conferences, and sponsorships.
- Manage marketing requests, monitor budget, and support the sales network with promotional activities.
- Lead corporate branding initiatives, designed leaflets, and

contracts with suppliers for promotional materials.

- Conduct market research and competitive analysis, generating reports to inform marketing strategies.

Additional Roles:

- Digital Department Sales Representative, Plaisio Computers | January 2010 – August 2010
- Reporter, Time for Volley, Europe 1 channel | January 2010 – August 2010
- Public Relations Intern, Hellenic Public Power Corporation | July 2009 – August 2009

ACHIEVEMENTS

- Designed and launched four e-shops and four corporate websites using PrestaShop and WordPress platforms.
- Produced and edited corporate induction videos for LALIZAS SA.
- Led successful ATL & BTL launches of mobile and VDSL services at Cyta Hellas.
- Developed and managed Cyta Hellas's Marketing Budget file, streamlining financial reporting processes.

EDUCATION

- MBA (Business Administration) | Open University of Cyprus | 2012 – 2016
- Bachelor's in Journalism and Mass Communications | Aristotle University of Thessaloniki | 2010

COURSES & CERTIFICATIONS

- Micromaster of Web Design | University of Aegean | 2023 – 2024
- Web Developer, HTML5 & JavaScript | National and Kapodistrian University of Athens | 2020 – 2021
- Google AdWords | Google Certified | 2015
- Marketing and Communication Management | National and Kapodistrian University of Athens | 2011

TECHNICAL SKILLS

- Web Development & Platforms: PrestaShop, WordPress, Amazon platform, Joomla, HTML, CSS, PHP
- Video & Design Tools: Adobe Premiere Pro, After Effects, Photoshop, DaVinci Resolve
- Analytics & Marketing Tools: Google Analytics, Data Studio, Google AdWords, SendInBlue, Facebook Ad Campaigns
- Other Tools: SAP, CRM Systems, Microsoft Office (Word, Excel, PowerPoint)

LANGUAGES

- English: Intermediate (Lower – University of Cambridge)
- German: Basic (Zertifikat)
- Spanish: Intermediate

SEMINARS & TRAINING

- First Aid Training – Red Cross | 2023, 2018
- Social Media Marketing – Advanced Management Technology Consultants | 2014
- Mobile Marketing & Digital Campaigns – Boussias Communication, OTE Academy | 2014