

Digital Marketing Specialist

Technically inclined leader leveraging over 15 years of experience in digital marketing, multimedia publishing, and AI-driven solutions to strategically position brands and elevate audience engagement.

Competent in exemplifying Quantum Physics concepts to analyse dynamical systems and social networks, underpinned by Certificates in Quantum Computing and Quantum Physics. Proficient in understanding the ecumenical impact of the mathematics of quanta and a keen interest in further studying and researching The Discovery of Higgs boson at the University of Edinburgh. Credible track record of conceptualising, designing, and executing multi-channel digital marketing campaigns that utilise cutting-edge technologies, such as AI and Big Data, to optimise website performance and brand presence. Expertise in utilising programming languages like Python for data manipulation and visualisation, as evidenced by top-level rankings in DataCamp's virtual labs. Adept at employing digital advertising expertise to devise strategies that amplify rankings and deliver outstanding results. Advanced computational skills in Python, MATLAB, and Octave, as well as a Certificate from Stanford University in Machine Learning Specialization. Completed a 200-hour program in AI and Advanced Algorithms from Kapodistrian University of Athens. Proficient in monitoring digital performance metrics, identifying areas for improvement, and executing strategies for brand enhancement. Known for authoring high-quality publications and presentations that engage diverse audiences. Creative problem-solver; dedicated to pushing boundaries of scientific exploration and discovery.

Areas of Expertise

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| ◆ SEO Concepts (Search Engine Optimisation) | ◆ Campaigns Management | ◆ Strategic Planning & Execution |
| ◆ Brand Strategy & Awareness | ◆ Python, MATLAB, Octave | ◆ Team Leadership, Training |
| ◆ Social Media Management | ◆ Creative Content Development | ◆ Teamwork, Collaboration |
| ◆ Multi-channel Marketing | ◆ Network Dynamics (Social Network Analysis) | ◆ Marketing Data Analysis |

Professional Experience

Multimedia Publisher – Digital Marketing & Knowledge Management, Homebound – Athens, Greece **2019 – Present**

Conceive, design, and execute a diverse array of projects comprising social media, digital marketing, website optimisation, and copywriting. Craft visual and digital assets that serve as powerful storytelling tools, thereby elevating audience engagement and interaction. Capitalise on vast expertise in multi-channel marketing to strategically position brands within highly competitive markets, with a keen emphasis on technical and digital innovation. Showcase excellent teamwork skills to collaborate with external agencies to promote cutting-edge social and digital creativity, whilst consistently advocating for industry best practices.

- Initiated and oversaw With A Taste Of Hollywood writer's page on Google Blogspot, concurrently developing the Theme Tales associated Facebook page - branding myself as a writer -, and crafting a compelling profile on Google My Business and LinkedIn business page.
- Formulated an e-Disneyland model and generated captivating content for Theme Tales blog, encompassing digital content development, storytelling, artistic design, creative writing, science articles, and data storytelling. [Website](#)
- Accomplished a strong presence on social media platforms, including launch of a YouTube channel and creation of content spanning arts, culture, books, and creative writing. Hosted engaging podcasts available on Apple iTunes and SoundCloud.
- Authored, promoted, and published several books and screenplays, including:
 - "When Magic Truly Happens" (Book, 2021)
 - "Krista's Instinct" (Screenplay, 2021)
 - "The Words of Emily Logan" (Book & Screenplay, 2019)
- Spearheaded all aspects of project management for diverse industry events, including ProBoards Writing Forum on art/fantasy and content syndication, along with book presentations at Klepsydra Magazine and Culture Club Enastron.
- Delivered presentations at The Independent Authors Network and conducted a successful website and author interview for their network. Accomplished a significant increase in followers by initiating an engaging X (Twitter) campaign
- Fostered and maintained positive connections in The Awesome Gang Network, including establishing partnership agreements with Book Goodies, My Book Place, and Pretty Hot after conducting engaging interviews.
- Engaged with Hollywood's premier Script Coverage services, and currently progressing towards preliminary further drafts approval for a movie deal – The Words of Emily Logan.

Creative Writing, Screenwriting, Art, Multimedia Publishing **2023 – Present**

Pursued continuous learning and skill development in the realms of Creative Writing, Screenwriting, Art, and Multimedia Publishing, along with dedication to expanding knowledge and honing the craft through the following achievements and ongoing studies:

- **MasterClass:** Applying David Mamet's concepts of Dramatic Writing in real life (Current Study).

- **Industrial Scripts Ultimate Screenwriting:** Passed All Tricky Quizzes with 100%. Additionally, excelled in applying Aristotle's Poetics, a comprehensive ancient Greek theory encompassing drama, comedy, tragedy, music, poetry, and more. This theory delves deep into the analysis of character, action, diction, thought, passion, energieia, and the movement of spirit, providing a profound foundation for my work in Creative Writing and Screenwriting.
- **Discovered a knowledge bridge with Hollywood Script Coverage** by enrolling and graduating from Industrial Scripts Script Reading Course.
- **Completed Lessons in ScreenCraft** relevant to Short Film Writing, Sci-Fi Ideas Writing, Drama Ideas, Screenwriting
- **Fiction Literature Advanced Course (Horror, Sci-Fi, Magical Realism, Fairytale, Epic Fantasy) in Skillbox, ACTA, techno-sprout** of Aristotle University of Thessaloniki is passed with A, Excellent
- **Strongly applied Margaret Atwood's concept in MasterClass** in terms of writing in layered narratives
- **Developed and completed the writing of three projects:** a short story, 'The Little Lantern of Happiness,' a novella, 'Rose Garden, A Second Chance,' and another novella, 'Genetic Keynumber.'
- **World Building Campaign** in terms of previous book settings in ChatGPT at my personal account on Facebook.
- **Innovated fiction literature themes both on and off the books:** Quantum Science – Genetic Algorithms & Genetic Algorithm Wars. Empathy Fields – Memory of the Universe. Curvatures – Musical Universes.
- **Set groundwork for characters' creation, illustrations, and multimedia productions** in cartoons and storytelling.
- **MasterClass: Influenced vision by Richard Branson and Neil de Grasse Tyson on Scientific Thinking & Communication** in terms of Threads Development & what happens inside of us when we speak in public, setting goals or dreaming (Online Study).
- **Connected the plot and the subject matter of the books with AI art (images) to develop a small campaign.**

Editor (Volunteer) – Content Management, Greek Wikipedia – Athens, Greece

2015 – 2018

Employed strong analytical reasoning to fact-check writers' articles and optimising articles related to three specific areas: 'Creative Writing,' 'Applied Theatre,' and the Greek writer 'Pashalia Travlou'. Completed a training programme, focusing on diverse aspects, including neutrality, intellectual property rights, objectivity, and cooperativeness in editorial reviews.

- Provided valuable support to a newly established NGO, with a focus on ensuring seamless integration into team.
- Up-held meticulous attention to detail and consistently met deadlines.

Additional Experience: Freelance, Business Simulation Model Inventor (2009 – 2014)

Education

Master of Business Administration, Concentration in Marketing | City University of Seattle – Washington, USA

Degree in Industrial Management & Technology | University of Piraeus – Athens, Greece

Graduated with a Certificate - The Complete Quantum Computing Course | Udemy

- Characterised by quality level of its professor Atil Samancioglu, (Online) | An advanced course in Quantum Computing in Python with instructor Atil Samancioglu. | Mastered mathematical, visual, and coding aspects of basic quantum circuits. | Practical application of knowledge in the essential Quantum Computing software, Qiskit, with comprehensive documentation. | Gained deep insights into Quantum Physics concepts like qubits, entanglement, and superposition, and their application to real-world applications like superdense coding and quantum teleportation.

Advanced Quantum Physics Course | Udemy

- Instructed by Post-Doc Scientist Dr. Borge Gobel, known for collaborations with renowned researchers, including Nobel laureates, from across the globe.

Certificate in Solving Problems with AI & Advanced Algorithms of Estimation | Kapodistrian University of Athens (200 hours)

- Advanced Math Programming in MATLAB & Octave | Earned Top Honours
- Learned the importance of Kalman filters and delivered a significant Homework Assignment consisting of Multiple Project Questions applied to my Digital Marketing specialty, emphasising the significance of Large Language Models, Natural Language Processing, Deep Learning, Available Software, Ad Mechanisms, and Supervised & Unsupervised Learning.
- Established a strong foundation in Mathematical Tools.

Machine Learning Specialisation | Stanford University – Online

- DeepLearning.AI – Coursera Platform | Certificates 1st & 2nd: Regression & Classification & Advanced Learning Algorithms.
- Build machine learning models in Python using popular machine learning libraries NumPy & scikit-learn.
- Build & train supervised machine learning models for prediction & binary classification tasks, including linear regression & logistic regression.
- Utilised Python language to affect sophisticated pieces of code in supervised learning, regression and logistic regression.

Advanced Programming in Python

- Python Fundamentals (Completed) | Machine Learning in Python (Online) | Programming in DataCamp | Statements of Accomplishment in Python | Introduction to Python (Completed) | Intermediate Python (Completed) | Python Data Science Toolboxes (Completed) | Supervised Learning with scikit-learn (Completed)

- Acquired proficiency in lists, list comprehensions, dictionaries, pandas' data frames, matplotlib, functions, lambda functions, tuples, logic, control flow statements, filtering, loops, data entry, and visualisation. Furthermore, I dealt with functions of zero arguments, 1 argument, multiple arguments, default and flexible arguments, *args, **kwargs, the map function, the filter function, generators, iterators, zip, enumerate and unpack, advanced comprehensions, etc. | Achieved a top-level ranking, placing in the top 1% of learners in programming tasks in virtual labs.
- Completed a project, "Investigating Netflix Movies & Guest Stars," using expertise in Python for data manipulation and visualisation in analysing movie and TV data.
- Familiarised Anaconda & Jupyter Notebooks.

MasterClass – Online (Completed)

World-class creative education in numerous creative and scientific disciplines, led by the world's best in diverse areas.

Neil deGrasse Tyson | Teaches Scientific Thinking & Communication

Neil deGrasse Tyson, a renowned astrophysicist, teaches pursuit of objective truths and imparts valuable communication tools to effectively convey your discoveries. ([Link](#))

David Mamet | Teaches Dramatic Writing

Pulitzer Prize winner imparts 26 video lessons on dramatic writing, sharing a wealth of expertise. ([Link](#))

Aaron Sorkin | Teaches Screenwriting

Aaron Sorkin instructs on the art of film and television screenwriting. ([Link](#))

Richard Branson | Teaches Disruptive Entrepreneurship

Richard Branson teaches turning dreams into successful, enjoyable businesses. ([Link](#))

Margaret Atwood | Teaches Creative Writing

Learn how the author of The Handmaid's Tale crafts vivid prose and hooks readers with her timeless approach to storytelling. ([Link](#))

Professional Development

- ❖ Industrial Scripts Script Reading Course (Industrial Scripts - Online)
- ❖ Entrepreneurship, Innovation & Leadership, MIT Open CourseWare, (Online)
- ❖ Essential Logic | Essential Math | Computer Science | Brilliant.org, (Online)
- ❖ Advanced Artificial Intelligence (AI) | Big Data Literacy | Deep Learning Essentials, IBM AI Learning, (Online)
- ❖ Elements of AI, University of Helsinki, (Online)
- ❖ YouTube Creator Programme, YouTube Creators Academy (Modules: Channel Foundations | Content Strategy | Production | Channel Optimisation | Money & Business | YouTube Policies)
- ❖ Google Analytics for Beginners, Google Analytics Academy
- ❖ Social Empowerment & Emotional Intelligence, Hellenic Centre for Emotional Education, Greece
- ❖ Certificate in Digital Marketing, Google Digital Academy
- ❖ Certification in Fiction Literature, Skillbox – ACTA, Techno-sprout of Aristotle University of Thessaloniki, (Online)
- ❖ Starting-Up Certification, MinnaLearn – Aalto University, Greater Helsinki Area, (Online)
- ❖ ScreenCraft eCourses on Screenwriting & The Entertainment Industry, (Online)
- ❖ "Luminous Quanta" science website at Facebook: One Scientist Embarks On A Journey To Measure The World - STEAM (Science, Technology, Engineering, Arts, Math) Initiatives – There's an ongoing project at hand: A Python-Centric Pseudo-Code Web-Portfolio
- ❖ Industrial Scripts Certificate of Completion: Analytical Study, Inner Structures & Terminology Concepts in The Art of Screenwriting.
- ❖ Certificate, Literature & Calculations, Skillbox – ACTA, Techno-sprout of Aristotle University of Thessaloniki (Online)
- ❖ Career Management, JobLeads – Germany, Coaching in terms of jobs, resume, headhunters, coaching, tests (Online)

Seminars

- ❖ Life Coaching Seminar by Top Greek Life & Business Strategist Marea Laoutari (2023)
- ❖ Digital Content & Social Media Marketing, Future Business School (2016)
- ❖ Novel: Keys & Passkeys, IANOS Book Laboratory (2016)
- ❖ Write Your Screenplay, Jacob Krueger Studio (Online) (2016)
- ❖ Craft, A Screenwriting Intensive, Jacob Krueger Studio (Online) (2016)
- ❖ Interview Techniques & CV Syntax, Future Business School (2016)
- ❖ Narration Techniques, Small Polytechnic (2016)
- ❖ Communication Techniques & Conflict Management, Future Business School (2015)
- ❖ Meditative Writing, Jacob Krueger Studio (Online) (2014)
- ❖ Public Relations, Hellenic American Union (2009 – 2010)