



Filippos Christodoulou

Home : Tralleon 14-16, 17121, Nea Smirni, Athens, Greece

Email: filippchristodoulou@gmail.com **Phone**: (+30) 6980529631

Gender: Male **Date of birth**: 08/06/1992 **Nationality**: Greek

ABOUT ME

Self-motivated professional with vast experience planning marketing strategies, developing ROI-driven copy for diverse industries, and conducting insightful market assessments to maximize profits. Dedicated team player with excellent interpersonal skills that relishes working with all levels of management and team members to develop strategic market planning and groundbreaking concepts. Excellent writing skills and a strong sense of client focus for enhanced effectiveness. Excellent time management skills and critical thinking to create scalable research models. Well-versed in setting data-driven objectives and creating highly-targeted content by paying attention to details.

WORK EXPERIENCE

[02/12/2022 – Current]

Public administrative officer

National School of Public Administration and Local Government (ESDDA)

City: Athens | **Country**: Greece

- Health Service Management Program
- Understanding of Public Administration Theories
- Advanced Understanding of Health Systems
- Health Policy Analysis
- Project Management
- Training and Development
- Data Management and Analysis
- Quality Improvement Initiatives

[01/04/2021 – 11/12/2022]

Market research specialist

APU Global Research

City: Athens | **Country**: Greece

- Conducting detailed qualitative and quantitative research to stay abreast of the business environment, industry trends, target market, and customer behavior.
- Harnessing keyword research tools to create highly targeted, SEO-friendly content that enhances website traffic.
- Developing attention-grabbing content for websites, company profiles, social media, and product descriptions according to clients' KPIs, brand voice, and target group.
- Performing SWOT analyses to generate perceptive business strategies for new services and showcase USPs against the competition.
- Generating research reports and presentations with actionable data visualizations for managers and stakeholders.
- Brainstorming with graphic designers and web developers to match the text with visuals in order to create inspiring content that boosts clients' sales and online presence.

[07/09/2017 – 31/03/2021]

Market researcher

HPD Innovation Lab

City: Athens | **Country:** Greece

- Executing primary and secondary research on emerging industry trends to establish new business strategies and more targeted and cost-effective marketing campaigns.
- Meeting with clients to perceive their needs, brand identity, and target audience in order to create original website content or update the existing one according to advanced SEO principles.
- Performing thorough competitor analyses to perceive the competition and promising opportunities for better market positioning and customer engagement.
- Analyzing qualitative and quantitative data through SPSS to create an executive summary including all the research aspects for insightful decisions.
- Creating compelling content for 30+ websites and company profiles to promote clients' USPs and produce better conversion rates.
- Collaborating with the marketing and design department to establish strategies, define KPIs, and assign text to graphics for optimized external communications.

[01/11/2013 – 15/01/2014]

Internship

Regional Development Fund of Central Macedonia of Greece

City: Thessaloniki | **Country:** Greece

- Prioritizing and classifying confidential records and protocols.
- Researching reputable political, financial, and social resources on global cultures.
- Applying protocol policies and management programs based on executives' guidelines and the organization's purpose.

EDUCATION AND TRAINING

Master's degree in Social Policy. Program: Work and Employment Policies

[10/2014 – 05/2016]

Panteion University of Social and Political Sciences <https://www.panteion.gr/>

City: Athens | **Country:** Greece |

Bachelor's degree in Political Science

[10/2010 – 07/2014]

Aristotle University of Thessaloniki (AUTH) <https://www.auth.gr/>

City: Thessaloniki | **Country:** Greece |

LANGUAGE SKILLS

Mother tongue(s): Greek

Other language(s):

English

LISTENING C2 READING C2 WRITING C2

SPOKEN PRODUCTION C2 SPOKEN INTERACTION C2

Spanish

LISTENING B2 READING B2 WRITING B2

SPOKEN PRODUCTION B2 SPOKEN INTERACTION B2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

ORGANISATIONAL SKILLS

Time Management

Teamwork

Project Management

MANAGEMENT AND LEADERSHIP SKILLS

Strategic decision-making

Attention to detail

Critical thinking

COMMUNICATION AND INTERPERSONAL SKILLS

Communication skills

Interpersonal skills

Active listening

DIGITAL SKILLS

My Digital Skills

SEO-Management | Social Media / Social Network | Microsoft Office package: Microsoft Word, Excel, PowerPoint, Access | Google Tools (Google Trends - Google Analytics - Google Drive - Google Alert - Google Adwords) | IBM Statistical package for Sciences (SPSS) | Project management and organization (Asana)