

# Eléna Paliarouti

## Marketer & Digital Specialist



Dublin - Ireland  
+35 0876012273  
elenapaliarouti@gmail.com  
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ElenaPaliarouti.com >>>

I'm a marketer specialised in digital marketing. I'm well versed in marketing strategy, branding, campaigns and content creation.

### EDUCATION

#### MARKETING

##### BACHELOR'S OF SCIENCE

2001 - 2005

School of Management & Economics  
Alexander TEI of Thessaloniki  
Thessaloniki, Greece

**Thesis:** Travel Marketing

**Member:** University's Archery Team

**Scholarship:** Erasmus - Spain

##### AGROTOURISM

##### CERTIFICATE OF SPECIALIZATION

2006, Volos, Greece  
Dimitra Educational Organization

##### TOURISM & FOLK CULTURE

##### CERTIFICATE OF SPECIALIZATION

2021, Volos, Greece  
Folk Culture Academy

### WORK EXPERIENCE

#### Marketing Manager - Marketing Project

Athens, GR

##### Sep 2015 - Present

As a Marketing Manager in a boutique marketing agency, I have helped organizations & businesses to develop their marketing programs.

- Marketing Plan (Market Analysis, Marketing Strategy).
- Branding, Expos, Marketing Campaigns & Content Marketing.
- Traditional Marketing, Digital Marketing, Marketing Analytics.

#### Marketing Specialist - Interart

Volos, GR

##### Sep 2005 - Aug 2015

As a Marketing Specialist in a creative agency, my responsibilities were identifying potential or managing existing clients, as well as promoting and implementing marketing services.

- Branding, Logo & Packaging, Prints & Merchandise.

#### Administrative Assistant - ATEI of Thessaloniki

Thessaloniki, GR

##### Oct 2002 - Jul 2003

As an Administrative Assistant in the secretarial office of the Marketing Department at the Alexander Technological Educational Institute of Thessaloniki, I had tasked with managing and distributing information, managing documents, phone calls, e-mails, and resolving day-to-day administrative and operational problems. Also, I was providing student support services.

#### more jobs ...

**Public Speaker** about Entrepreneurship.

**PR / Marketing / Sales** at Travel Expos (HoReCa, Philoxenia, Souvenir).

**Marketing / Sales / Customer Service** in Travel & Tourism Industry.

(Travel Agency, Hotel, Restaurant, Cafe, Museum, Walking Tours, Gift Shop).

### PROJECTS

#### Travel Publisher / Writer - 4cardinalpoints.com

It's a project about travel destinations, folk culture & folk stories, as well as tips for travellers and travel professionals.

#### Mosaic Artist / Designer - LavaRockFactory.com

It's a project about mosaics. The items are made of volcanic earth and are inspired by the world's cultures.

### PROFESSIONAL SKILLS

#### Marketing

Global Marketing  
B2B / B2C Marketing  
Traditional Marketing  
Digital Marketing

#### Marketing Plan

Market Analysis  
Marketing Strategy

#### Marketing +Branding

Logo / Packaging  
Prints / Merchandise

#### Marketing +Commerce

Expos / Trade Shows  
Marketplaces (Stores)  
Website / Blog / E-shop

#### Marketing +Advertising

Marketing Campaigns  
Ads / Influence / Affiliate  
Traditional / Digital Media  
Social Media Marketing  
CRM / E-mail Marketing  
Search Engine Marketing  
SEO / Content Marketing

#### Marketing +Extra Tools

Marketing Automation  
Marketing Analytics  
Web / Graphic Design  
Copywriting / +Office

#### Soft Skills

Communicative, Creative  
Cooperative, Responsible,  
Hardworking, Multitasking

#### Interests

Travelling, Culture, Walking

### LANGUAGES

English   
Greek   
Spanish   
French 