

PERSONAL INFORMATION

Name **PAPALIAGKA, Paraskevi**
Address **14 Hatziarseni str. Agia, 40003, Larisa**
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Website **www.vivipapaliaga.gr**
Date of birth **24th May 1978**

WORK EXPERIENCE

- 12 / 2012 - Today** **Freelance Web Master**
- Website creation and update
 - Search Engine Optimization (SEO) implementation
 - Google Adwords Campaigns creation and implementation
 - Social Media account handling and page design (Facebook, Google+ etc.)
- 09 / 2007 – 11 / 2012** **E-Delivery Specialist (Web Master Manager)**
HSBC Bank Greece,
109-111 Messogion str., Athens
- Development of HSBC Greece website (www.hsbc.gr), participation in the development of HSBC Internet Banking service, project management and implementation of eBusiness strategy**
- Main responsibilities:**
- Management, update and maintenance of the website (using HSBC Group CMS)
 - Implementation of online, e-mail & newsletter campaigns
 - Monitoring, evaluating and analyzing campaign and other online activities performance
 - Development and implementation of Search Engine Optimization (SEO) strategy
 - Provide reporting, insight and analysis to senior management
 - Project Management
- 03 / 2006 – 09 / 2007** **Web Master**
Cybertechnics, Web Applications Company
79A Iliia Iliou str., Athens
- Main responsibilities:**
- Website creation (design & development)
 - Use of CMS for development of websites
 - Website update & maintenance
 - Search Engine Optimization
 - E-mail marketing (Newsletters)
 - Customer service
- 11 / 2001 – 06 / 2004** **Graphic Designer – Assistant Photographer**
Studio of Advertising Photography Georgiou Vasilis,
45 Lomvardou str., 114 73, Athens
- Main responsibilities:**
- Digital imaging & poster creation (Adobe Photoshop)
 - Use of plotter & digital printing
 - Customer service
 - Digital file organisation
 - Photoshootings

EDUCATION	
05 / 2012 – 06 / 2012	<p>Mini MBA Diploma Kariera Business Seminars, Athens</p> <p>Emotional Intelligence (EQ), Personal Development, Manager as a coach, Business Economics, Logistics Management, Project Management, Sales, Customer Service</p>
10 / 2010 – 12 / 2010	<p>Diploma in Marketing & Strategy Kariera Business Seminars, Athens</p> <p>Public Relations Management, Strategic Marketing Management, Direct Marketing, E-Marketing, Brand Management, Merchandising, Sales, Category Management, Customer Behavior, Media Planning</p>
09 / 2004 – 09 / 2005	<p>MSc Interactive Multimedia University of Westminster, London (<i>grade A-Distinction</i>)</p>
02 / 1998 – 12 / 2003	<p>Degree in Photography Faculty of Graphic Design and Applied Arts, Technological Educational Institute (TEI) of Athens</p>
CERTIFICATIONS	<p>Certified eMarketing Associate (CeMA) eMarketing Association (eMA)</p>
PERSONAL SKILLS	
NATIVE LANGUAGE	Greek
OTHER LANGUAGES	<p>English Level: Fluent (Certificate of Proficiency in English - University of Michigan, Certificate of Proficiency in English - University of Cambridge)</p> <p>French Level: High (DELF I, DELF II)</p>
SEMINARS	<p>Negotiation Skills (Scotwork Hellas) (2013) PHP & MySQL (Future Business School) (2012) Adobe Photoshop (Advanced features) (Anodos, Adobe Authorized Distributor) (2013) Adobe Dreamweaver (HTML5, CSS3) (Anodos, Adobe Authorized Distributor) (2012) Project Management & MS Project 2007 (Critical Path) (2011) Basic eMarketing eCourse (eMail Marketing, Banner Advertising, Search Engines etc.) (eMarketing Association) (2011) Advanced Social Marketing eCourse (LinkedIn, Facebook, Twitter, YouTube, Blogs etc.) (eMarketing Association) Search Engine Optimization (SEO, SEM, email campaign, social media) (Travelling Internet) (2010) Microsoft Excel (HSBC Bank) (2009) JavaScript (Westminster Adult Education Service) (2005) 3D Studio Max (University of Westminster) (2005) Macromedia Flash (Level I & II) (Rainbow Train Training Centre) (2003) Adobe Photoshop (Level II) (Rainbow Train Training Centre) (2003) Macromedia Director (Rainbow Train Training Centre) (2003) QuarkXPress (Intergraphics) (2002) Adobe Illustrator (Intergraphics) (2002)</p>

TECHNICAL SKILLS	<p>Web & Multimedia:</p> <ul style="list-style-type: none"> ▪ HTML, CSS, WordPress, Adobe Dreamweaver, Adobe Flash & Actionscript, Adobe Fireworks, Macromedia Director & Lingo <p>Search Engine Optimization & Marketing:</p> <ul style="list-style-type: none"> ▪ Search Engine Optimization, site submission, Google AdWords, Social Media, e-mail campaigns <p>Graphic Design:</p> <ul style="list-style-type: none"> ▪ Adobe Photoshop, Adobe Illustrator, QuarkXPress <p>Project Management:</p> <ul style="list-style-type: none"> ▪ MS Project 2007 <p>Web Analytics Tools:</p> <ul style="list-style-type: none"> ▪ Google Analytics, Webtrends <p>Sound Editing:</p> <ul style="list-style-type: none"> ▪ Steinberg Cubase, Vienna SoundFont Studio, SoundForge (elementary level), Csound (elementary level) <p>3D & Virtual Reality:</p> <ul style="list-style-type: none"> ▪ 3D Studio Max (elementary level), VRML <p>Operating Systems:</p> <ul style="list-style-type: none"> ▪ MAC OS X, Windows XP <p>Special Equipment:</p> <ul style="list-style-type: none"> ▪ Use of plotter, Use of 3D scanner
DRIVING LICENCE	B' Category
ARTISTIC SKILLS	<ul style="list-style-type: none"> ▪ Dancing (Latin, European) ▪ Music (Degree in Harmony, Piano) ▪ Drawing (free, linear)
PORTFOLIO	<p>Freelance work:</p> <ul style="list-style-type: none"> ▪ Set Point Technologies (http://www.setpoint.gr) ▪ Athens Flyers (http://athensflyers.gr/) ▪ Travel Trans Athens (http://traveltransathens.com/) ▪ First Southern Securities (http://fssec.com/) ▪ e-pixels (http://e-pixels.gr/) <p><i>more at http://www.vivipapaliaga.gr/</i></p>
RECOMMENDATIONS	<ul style="list-style-type: none"> ▪ Stavrakis Nektarios (Internet Banking & Phone Banking Manager, HSBC Bank), +30 210 6961218, nektarios.stavrakis@hsbc.com ▪ Georgiou Vasilis (Studio of Advertising Photography), +30 210 6411457