



Eleni Zevgaridou

CV

<https://www.elenizevgaridou.gr>

LinkedIn: <https://www.linkedin.com/in/zevgaridou/>

32, Rodenhurst Road, Clapham Common, London SW4 8AR, UK

M: +44 (0)751 778 1502

e-mail: zevgarel@gmail.com,

PROFESSIONAL PROFILE

Marketing and Communications expert with extensive consulting knowledge acquired as owner and Managing Director of a Marketing, Communications, and Public Relations boutique agency. I support the marketing needs of Greek, European, and international companies across industries (FMCG, services, B2B) and have delivered:

- Marketing strategic planning and coordination-implementation.
- Digital marketing, CMS, social media content, Web design.
- Corporate identity design, promotional material, printed communication tools.
- Promotional and corporate events.
- Trade publications and copywriting.
- Packaging design and point of sales material.
- Management of many awareness campaigns.
- Project management skills and attention to detail.
- Stakeholders' relations.
- Regulatory compliance knowhow (ISO, EU regulations).

(For more, please see Appendix).

CAREER HISTORY IN BRIEF

- *(April 2019 - Present)* Marketing Communications - Don & Low Ltd, Forfar, Scotland.
- *(January 2019 - July 2020)* Property Consultant apprenticeship - Golden Home SA Athens.
- *(January 2012 - Present)* Marketing Communications, for clients in Europe, US, Africa, Asia, UAE.
- *(March 1998 - December 2011)* Managing Director and owner - Zevgaridou & Associates, Marketing Communications and Public relations agency, Athens, Greece.

- (1987-1997) General Manager of Organopublica S.A., (Member of the medical technology Biometric Group), Athens, Greece.
- (1983-1987) PR officer and Publications Coordinator - Organotecnica Group Business Consultants Network, Athens, Greece.

OUTLINE OF SPECIFIC SKILLS

BUSINESS MANAGEMENT SKILLS AND ACHIEVEMENTS

Established a successful boutique agency in Marketing Communications by:

- Delivering valuable tailor-made services to clients.
- Managing costs effectively, meeting targets, and applying KPIs.
- Embracing new technologies and tracing new trends.
- Recruiting, managing, and developing professionally up to twenty-five (25) staff across industries and sectors (i.e. graphic designers, logistical support, client service associates, and others).
- Engaging 86% of new clients through referrals from satisfied customers.
- Achieving recurring client rates of 90% and for extended periods (up to twenty years).

To promote the boutique agency's value for its customers, we concentrated on the following types of client service:

- Providing design, production supervision, and project implementation.
- Creating opportunities to improve and expand customers' business through methodical relationship building.
- In the case of printed productions, closely monitoring the design and production-implementation of every project, acknowledging any applicable technical and regulatory compliance limitations and procedures.
- Introducing and developing communication methods between clients and their stakeholders, to achieve and sustain common understanding in joint projects.

COMMUNICATION AND MARKETING SKILLS AND ACHIEVEMENTS

Agile Communication and Marketing skills, acquired by:

- Delivering PR and awareness campaigns to build trade and consumer relations for an industrial product in Greece, exceeding the originally projected targets.

- Implementing B2B digital marketing, content & email marketing, social media planning and monitoring, UX design for Don & Low.
- Implementing CMS on several platforms.
- Providing data visualisation, stock exchange financial reports design and presentations for Thrace Group.
- Designing product packaging strategically (Cellar Wines SA increased its product sales by 8,5%).
- Planning and launching exhibitions and congresses (such as Money Show Hellas and art exhibitions).
- Creating the communications campaign of Money Show Hellas as a partner (for 2 years).
- Conducting training seminars on PR and communication skills for clients' personnel (e.g. Elefsis & Neorion shipyards).
- Designing and managing the Organotecnica Group's branding and strategic communication plan that involved a network of 22 business consultants' offices in Greece.
- Collaborating with international experts in the area of communication and marketing, to adapt global communication campaigns to local needs and trends in the Greek market. [Appletiser, NutraSweet, Lifewave, BoFrost].
- Organising art exhibitions and events, cataloguing artworks.
- Creating a monthly newsletter/magazine for the Organotecnica Group that reached over 5,000 paying subscribers in 7 years and evolved into a trade magazine available all over Greece through selected newsagents and kiosks.
- Supporting the expansion of Dionysos Wines SA export sales, by designing trade exhibition stands, packaging, and POS.
- Promoting ELVIZ SA products by increasing awareness of quality standards and ethics in livestock products.

GRAPHIC DESIGN SKILLS

High calibre graphic design skills, acquired by:

- Designing and supervising production of all types of communication tools (printed, digital, and audiovisual marketing tools, POS, and packaging) for clients in Food and Drinks, Medical technology and services, Energy, Travel/congress services, Real estate, Shipyards, Politics, Industrial materials/tools, Textiles, Fertilisers/Livestock food, Imports/exports, Cosmetics and Services.

- Designing, developing and supervising content management/UI for several web sites [Focus on Identity-Artist collective, Etsi design - interior architecture, Domaine Charalaboglou - winery, Swavomir Mieleszko - Sculptor, Sun Spices V. Diamantopoulos SA, Liosati Estate, J. Rigos - Architects].
- Developing package design, creating production specifications, compliant with regulations, conducting quality control of their production (for alcoholic drinks, food, textiles, industrial tools, and toys).
- Copywriting and editing content for print and digital media.
- Designing and managing market research [medical products and services, FMCG, cosmetics NutraSweet, Prime Benefit Call Center, artists, political party, business consultants], assessing market trends to create targeted communication strategies, branding and packaging design.
- Designing and producing trade magazines [Organosi, Innovation & Entrepreneurship, The Scanner Magazine, Interior Decorator – for the Greek Association of Interior Decorators].
- Developing Web content strategy, design and implementation of digital promotional tools and social media, UI/UX.
- Designing artistic decorative elements, reflecting corporate and service concepts.
- Designing art books and promotional material for art exhibitions.

EDUCATION, TECHNICAL KNOWLEDGE & PROFESSIONAL MEMBERSHIPS

- MA Fine Art, University of Lincoln - 2015.
- Member of the Royal Society of Sculptors (UK), sculptors.org.uk since 2016
- City College, London: CAM Foundation Diploma (Communication - Advertising -Marketing), specialisation in Public Relations 1985.
- City College, London: IAA Certificate (International Advertising Association) 1983.
- Adobe creative suite, MS Office.
- Languages: Greek, English (excellent), French (good).

References available on request.

Appendix, Indicative Clients

- **Medical technology and healthcare services**, Biometriki Group, P. Carayannis Orthopedics SA, Orthomedical SA, Fabio Holdings /The Scanner Magazine, Athens Eye Hospital, Prolepsis -Institute of Preventive Medicine Environmental and Occupational Health, Lifewave for the Greek market, Elekta Ltd, Santair SA, Euromedica SA, Optimum SA
- **Business Services**, Organotecnica Group- Business consultants, Xperteach education consultants, Lyras Law services, PAN College Pandidaktirion, Rigos Architects, Kyriakidis Architects
- **Education / Non Profit**, Topos Ekfrasis art school, "Melbourne-Athens: A Journey of Friendship" Educational e-mentoring program, Home-Start Hellas.
- **Food and beverage industry**, Domaine Costa Lazaridi SA, Dionysos Wines SA, Sun Spices SA, Haitoglou Bros SA, Zenith SA, Santo Wines Coop, Domaine Charalaboglou, Domaine Gioulis SA, Stefanouris SA, Antonios Douros winery, Douros Bros Wines, Vassileiou Winery, Anagnostou Wines SA, Gotsis Wines, Domaine Comoutos SA, Georgiadis Wines, Manalis Wines, Karonis Alcoholic Drinks, Oceanis Resort, Quality Wines Ltd)
- **Energy sector**, SCIN AB-ScandInvestor, Waste Energy SA
- **Travel/congress services**, Money Show Greece, Business & Pleasure, Frei SA, Liosati S.A., Evita's Villas Tinos.
- **Real estate services**, Association of Realtors in Attica, Big Estate, Revithis and Partners, Mykonos Real Estate, Parnassos Real Estate, Prime Real Estate, Big Estates, Zachariadis Estate, Karlos Estate, Golden Home SA.
- **Shipyards**, Elefsis, Neorion shipyards.
- **Political campaigns**, valuation questionnaires for Nea Dimokratia party, candidates of the Greek Parliament and Mayors)
- **Industrial materials /tools**, Viokar SA, Haifa GR, TopTunning SA, Vimex SA, Voutsinas Inox SA.
- **Textiles, Technical Textiles**, Thace Group, Don & Low Ltd, Alkyon, Beta Fine linen SA, Altiplano SA.
- **Fertilizers/ Livestock food** Biokar-Haifa SA, EL.VI.Z. S.A.
- **Import/export products**, Unicrystal SA, Zenith SA
- **Cosmetics**, Alba Neocolor Ltd, Mavros SA, Nicolas Coiffure products, Lagou beauty services.
- **Art Industry**, Focus on Identity Artist collective, Topos Ekfrasis studio, E. Kalevras -sculptor, University of Lincoln art exhibitions, S. A. Mieleszko -sculptor, Eirini Bogdanou-Kingdom exhibition.