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ELENA FILIPPOU

General Information

Elena Filippou

- Date of Birth: 16 October 1990
- Nationality: Cypriot
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Fields

- Marketing
- Business Development
- Advertising
- Branding
- Digital Marketing
- Visual Communication
- Graphic Design

Languages

- Greek
- English (GCE – IGCSE)

Personality

- Creative
- Enthusiastic
- Self-Motivated
- Energetic
- Able to work under pressure

Education

- 2008- Graduate Polemidia Lyceum
- 2009- Graduate CAA, Cyprus Academy of Art
- 2012- Graduate Birmingham City University
- 2015- University of Nicosia

Degrees

- Foundation Diploma in Art & Design
- BA Hons Visual Communication / Graphic Design / Advertising
- Diploma in Business & Marketing

Technical Proficiency

- Mac & Windows

Platforms

- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Microsoft Word
- Microsoft Excel
- Microsoft Power point

Design Proficiency

- Digital Design
- Social Media Ads
- Google Ads
- Printed Ads
- Outdoor Ads
- Storyboarding
- Concept Execution

Business Proficiency

- Brainstorming
- Business Development
- Marketing Plan & Execution
- Selling an idea
- SWOT Analysis
- Social Media Plan
- Meetings
- Presentations
- Public Relations

Experience

2012 Graphic Designer AXES BUSINESS PARTNERS (Full Time)

Started as a trainee, creating logos for companies under the supervision of the Art Director. Supporting Customer Service and preparing the meetings.

2013 Senior Graphic Designer AXES BUSINESS PARTNERS (Full Time)

Promoted, given more duties. Talking with clients and understand their needs, creating various campaigns for the clientele under the supervision of the Art Director.

2014 Senior Art Director AXES BUSINESS PARTNERS (Full Time)

Promoted, given more duties. Meeting with clients, selling an idea and setting the marketing plans. Designed published campaigns (Print, Outdoor, Media) Working with the Art Director and teaching undergraduate students.

2015 – Head of Advertising Department at D.T Enterprises (Full Time)

D.T Enterprises has 3 companies, Galactica Entertainment, Galactica Catering and La Galerie Patisserie. I was creating the marketing plan for these 3 companies and executing the ideas including the artwork as well. Also taking calls for the customer service department arranging appointments and many more. Organize events and execute various marketing ideas and manage the social media.

2016 - Digital Marketing Manager at FIHASA INVESTMENTS (Full Time)

Fihasa Investments had approximately 40 companies with various business categories such as communications, hosting services, customer service call centers and many more.

One of the main companies was FOREX BROKERINC. My duty as a Digital Marketing Manager was to emphasize on Forex Brokerinc providing designs and control the media campaigns, talking with affiliates and other partners. Also handle the branding for most of the companies.

2017 - Head of Advertising Department at FIHASA INVESTMENTS (Full Time)

The company decided to send me to Bulgaria for 3 months in order to control and synchronize the team there. I had to manage a 14-member team group with graphic designers, web developers, and IT for the purposes of all these 40 companies.

- **Social Media Specialist at B3(Part Time)**

B3 is a Digital Marketing Agency, creating and designing tailor-made websites. I was working part time, taking care of the social media plans and digital ads. Creating content and expanding each company's branding image.

2018 – Executive Graphic Designer at THE OFFICE Advertising & Marketing

While working for “The Office I had to combine creativity and technical skills and under very tight deadlines. Some examples of the type of work i illustrations, invitations, newsletters, reports, posters/displays social media ads and outdoor advertising for big clients.

Since 2015 – 2023 (Still Present)

Creative Director at Helena Brian Marketing & Advertising

The agency helps businesses to grow in every form , from Marketing and Business development to Branting and many more.

References upon request

