

DIRECTOR OF PR & SOCIAL MEDIA

Executive Profile

Dynamic and results-driven Senior Public Relations Executive with over 7 years of experience in impacting brand presence, performance and profitability internationally. Strategic leader with notable success in development and execution of public relations, marketing & social media campaigns. Well-connected individual with an extensive global network of editors, journalists, stylists, producers, talent agents and fashion influentials. Well-versed in multiple social media platforms with a proven track record of establishing social media presence.

Areas of Expertise

- Media Relations
- Marketing Collateral Development
- Market Launches
- Strategic Planning & Execution
- Internal Communications
- Acceleration of Social Media Footprint
- Social Media Strategy & Execution
- Budgetary Planning
- Client Relationship Management
- Strategic Partnerships/Alliances
- Community Outreach
- Crisis Management
- Event Planning & Fashion Show Production
- Data Analysis

Professional Experience

Director of PR & Social Media 06/2015 to Current Company Name City , State

Lead the PR & Social Media Strategy for the relaunch of dELiA*s, successfully repositioning the company as a leading teen brand among its competitors.

Managed critical sponsorship opportunities for dELiA*s with Teen Vogue's Back To School Program, 5 Seconds of Summer Concert Series, BearPaw x dELiA*s free ads on the Geoffrey Tron Screen in Times Square.

Secured extensive Press & Social Media coverage for dELiA*s November Catalog Cover: Teen wonderchef and NY Times Cover Star, Flynn McGarry.

Spearheaded and managed the PR & Social Media Campaigns for Alloy Apparel that took critical market share and social media footprint from Long Tall Sally as a leader in Tall Women's Clothing in 6 months.

Initiated the use of User Generated Content (UGC) on each brand's website and paid ads, resulting in a substantial increase in positive brand sentiment, brand awareness and brand revenue

Increased brand revenue for both companies through social media efforts that amounted revenue 5 times bigger than the initial investment.

Created a brand ambassador program for both companies that included a series of high-profile bloggers, influencers and celebrities at no cost for each brand that served as a continuous form of income and brand awareness

Collaborated with E-Commerce and Marketing to support and drive key promotions organically as well as through paid media campaigns

Provided in-depth data analysis and social media reporting for each brand

Managed budgets and made best use of budgetary funds

Managed an internal team of 3, an external PR agency, an external ad agency, 1 UGC management agency.

Nurtured & cultivated strong relationships with Fashion Directors, key Trade, Ad and Finance publications, Fashion Stylists and Bloggers in the contemporary and teen markets.

PR Manager 02/2012 to 06/2015 Company Name City , State

Primary Press Liaison for Foley+Corinna, Isabella Fiore, Snob Essentials, Charlotte Ronson, L.A.M.B. and NARR.

Managed a staff of 4 employees for the development and execution of global public relations, event planning, marketing and advertising programs in the US and South Korea.

Secured a continuous stream of high-profile celebrity, blogger, fashion influencer, TV, print and web placements for each brand.

Secured strategic partnerships with the CFDA, Faberge's Big Egg Hunt, Christie's, Studio in A School, Covet Fashion, Refinery29 Shops, Celebrity Exotics, Lucky Shops, SpringNYC at no cost for the company.

Seasonally collaborated with Seventh House PR, Factory PR, HL Group, Autumn Communications, Paul Wilmot Communications during event & fashion show production, West Coast initiatives and celebrity seeding opportunities.

Initiated and lead the Brand Revival initiative for Isabella Fiore.

Managed strategy around the launch of Foley+Corinna, Isabella Fiore and Snob Essentials with HSN.

Played an incremental role Brand Strategy development, Marketing activation and Brand Extension Initiative.

Responsible for all charitable initiatives.

Assisted in the production of the Charlotte Ronson and L.A.M.B. fashion shows and presentations during NYFW.

Served as the official company spokesperson.

Account Executive 07/2011 to 02/2012 Company Name City , State

Managed 8 client accounts (Jewelry, Accessories, Contemporary Clothing, Handbags, Denim)

Secured numerous high-visibility product placements by maintaining close communications with major celebrity representatives/stylists, top editors, bloggers and high-fashion tastemakers.

Brought in 21 new potential client accounts within a 2-month period

Spearheaded and organizing partnerships/collaborations with charity organizations (Project: Camille Zarsky - Charity Water)

Introduced a dynamic collaboration initiative and celebrity endorsements for up-and-coming designers

Supervised social media activity for 3 client accounts

Spearheaded Shine Media's international service outreach in Paris

Produced a tangible increase in brand awareness and customer demand for each client.

PR & Marketing Coordinator 09/2009 to 02/2010 Company Name City , State

Handled all communications with press, media, stylists and celebrities.

Researched and secured 12 luxury advertising partners.

Covered shows and conducted interviews with designers during New York Fashion Week (September 2009).

Negotiated new high-profile partnership opportunities.

Public Relations Executive 01/2009 to 07/2011 Company Name City , State

Managed all client accounts (Ready-to-Wear, Accessories, Lifestyle, Hospitality, Education.

Secured the most magazine covers and celebrity placements in the history of the agency (Beyonce, Rihanna, Taylor Swift, Vanessa Hudgens, Kelly Clarkson, Scarlett Johansson, Paris Hilton, etc.)

Wrote, formatted and disseminated key press materials (press and news releases, fact sheets, bios, newsletters).

In charge of the agency's social media pages, website content updates and email newsletter.

Actively sought & secured new partnership and sponsorship opportunities (Swarovski, CFDA).

Produced annual reports, new client proposals, new marketing and advertising material for the agency and its clients.

Communicated daily with major national & international publications, newspapers, stylists and bloggers regarding sample requests and media placements.

Fostered relationships and networking opportunities with colleagues, clients and media.

Organized and produced Fashion Week presentations, launch events and press previews for a variety of clients.

Managed the US press for the Inaugural Event of the Burj Khalifa Tower in Dubai.

Public Relations Associate 08/2008 to 10/2008 Company Name City , State

Assisted in all aspects of preparation and production of eight fashion shows during New York Fashion Week (Mara Hoffman, Alexandre Herchovitch, Buckler, Sabyasachi, Yigal Azrouel, Araks, Jeremy Scott, House of Holland)

Preparation and execution of high-profile events and after-parties during Fashion Week

Created daily and monthly Press Clips

Updated Press, Trade and Media Contact Lists,

Responsible sample trafficking and sample database.

Public Relations & Global Communications Assistant 11/2007 to 05/2008 Company Name City , State

Played a key role in the communications for the launch of Vera Wang's new advertising campaign in Greece.

Assisted in the production of Vera Wang's Ready-to-Wear and Lavender Label fashion shows during NY fashion week (February 2008).

Responsible for sample trafficking to publications (sending, monitoring and receiving samples).

Created monthly credit reports.

Marketing Intern 11/2007 to 04/2007 Company Name City , State

Assisted during company presentations to new clients.

Edited press and marketing materials.

Communicated with high-end accounts and delivered brand assets as needed (Barneys, Selfridges, Harvey Nichols, The Mandarin Oriental).

Handled all sample requests.

Education

Master of Science : Marketing 9/2006 UNIVERSITY OF BATH City , United Kingdom

Bachelor of Science : International Economic & Political Studies 9/2005 UNIVERSITY OF MACEDONIA City , Greece

Minor: Political Studies and Diplomacy

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Thesis: **The Phenomenon of Brand Extension of International Luxury Brands**

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Model of United Nations (MUN)

- General Assembly UN (2014)

- Supreme Court of The Hague (2013)

Languages

Greek - Native, **English** (US Resident) - Fluent (Proficiency of Cambridge, TOEFL), **French** - Fluent (Sorbonne I), **Spanish** - Intermediate (Basico), **Japanese** -Beginner (1 year)

Technical Skills

MAC OS, Microsoft Office, Word, Excel, PowerPoint, Outlook, Photoshop, Cision, Fashion GPS, Social Annex.