

PROFESSIONAL EXPERIENCE



CHRISTINA CHRISTODOULOU

Business Consulting Intern,
Part-Time MBA Student

“A highly motivated young professional with hands-on digital marketing experience, currently working at the Advisory line of services at PwC Cyprus. I possess excellent communication skills, an exceptional work ethic and a drive to always achieve my full potential”.



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09 Neil Armstrong, 4106,
Limassol, Cyprus

LANGUAGE SKILLS

Greek



French



English



Russian



German



Sep 22-Present

Associate Business Consultant

PwC Cyprus Ltd., Nicosia (Cyprus)

Key projects:

- Having supported the design of the **User Interface/ User Experience (UI/UX)** of a financial tool, as a core member of the team. The tool was developed by PwC Cyprus and marketed and sold in financial institutions across Europe.
- Currently leading the **UI/UX** design of a real-estate tool, currently being under-development by PwC Cyprus.
- Currently supporting the **Cyprus Public Administration and Personnel Department (PAPD)** transformation programme as a core member of the team, to strengthen the Department's strategic and policy-making role and at the same time to support the Line Ministries' capacity to implement and support HR policies.
- Currently supporting **Cyprus Police** as a core member of the team, to create and develop a Modern Human Resources Department in the context of the reorganization and modernization of the Cyprus Police.
- Having supported the development of a communication's plan and awareness campaign for the **Health Commissioner Officer of Cyprus (HCO)** to increase the public's awareness on the HCO's role and its mandate.

Dec 20-Dec 21

ASSISTANT BRAND MANAGER

Marketing (MN) Nest Ltd, Limassol, Cyprus

- Developed monthly social media strategies to meet specific marketing objectives for -both- the company and our clients.
- Created advertising campaigns from initiation up to deployment on Facebook, LinkedIn, and Instagram. I contributed to a 9.1% audience growth and a 7.4% increase in company's social media engagement over a four-month period.
- Monitored and analysed monthly ad performance, sales volumes, and competitive activity.
- Performed basic Search Engine Optimisation on the corporate website.

Sep 20-Nov 20

JUNIOR MARKETING EXECUTIVE

Sophia Trading Ltd, Limassol, Cyprus

- Assisted in developing and executing promotional initiatives to communicate the launch of the company's new e-commerce website within the budgeted parameters. I contributed to a 9% increase in sales over a two-month period.
- Managed PR activities, including social media.
- Interacted with clients, vendors and visitors.

OTHER SKILLS

Communication Skills

EQ

Critical Thinking

Problem-Solving Skills

Teamwork Abilities

PERSONAL INTERESTS

In my free time I enjoy meeting with friends, playing board games and going out for a coffee. Considering how much time I spend sitting in front of a computer each day, when outside of work I try to exercise at the gym to give my eyes and back a rest. I also attend Salsa & Bachata classes once a week.

EDUCATION

- 08/21- 11/23 University of Cyprus**
Master of Business Administration (MBA)
- 10/20-02/21 Digital Marketing Professional Diploma (93 hours) – Award Date 04/21**
Cyprus Human Resource Development Authority (AvAD)
- Certified Social Media Professional (C|SMP)
 - Certified Digital Advertising Professional (C|DAP)
 - Certified Search Engine Optimiser (C|SEO)
 - Digital Branding & Online Reputation Management
- 09/16-06/20 University of Jean-Moulin Lyon III: B.A. in Foreign Applied Languages**
(Foreign Languages and Business/Commerce)
- 09/19-06/20 Exchange Student: Higher School of Economics, St. Petersburg, Russia**
(International Business and Management)
- Majored in: Marketing, Management, Human Resource Management, Entrepreneurship, Global Business Models, Consumer Behaviour, Strategic Management & Marketing in the Hospitality Industry and Tourism, Cross Cultural Communication, Russian (B2).
 - Minored in: Event Management
- 01/19-06/19 Erasmus+ Exchange Student: The University of Manchester, UK**
(Management, Marketing and Languages)
- Majored in: Marketing Management, Global Contexts of Business and Management, Russian Language (B1), Societal Multilingualism.
- 09/15-06/16 'Emporiki Scholi Mitsi Lemithou' High School, Cyprus**
(Cypriot Apolytirion with GPA 19^{7/10} / 20)
- Received the 1st Mitsis Scholarship worth €8000 per year in order to fund my undergraduate Studies.

OTHER WORK EXPERIENCE

- 06/19-07/19 MARKETING INTERN**
Columbia Shipmanagement, Limassol, Cyprus
- Performed market analysis and researched the latest trends on female empowerment in the maritime industry.
 - Helped incorporate the latest trends into the company's culture to strive for improved equality in the workplace, e.g. unconscious bias training sessions, blind recruitment software.
 - Supported digital marketing messaging and advertising campaigns, e.g. The International Day of Seafarer, CSM TogetHER.
 - Supported Marketing executives with the editing of the 44th edition of *Compass Magazine*.
- 06/18-08/18 SUMMER INTERNSHIP**
Ministry of Foreign Affairs of Cyprus, Nicosia, Cyprus
- Performed as Protocol Officer for the swearing-in ceremony of his Excellency Mr. Kham - Inh Khitchadeth, ambassador of Laos to Cyprus.
 - Assisted the Department of Bilateral Relations (France-Cyprus) to write a letter to E. Macron to congratulate on the *14 Juillet* and France's World Cup Victory on behalf of the President. I also assisted to prepare the President's congratulatory speech for the French National Day 2018.
 - Drafted essays and summaries related to specific European subjects, e.g. the OSCE and the World Refugee Day.