

Helen Xarha

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SUMMARY

In 2018 I graduated from department of Marketing & Communication and I am currently a Master candidate in Service Management with expertise in Customer Experience and Branding at Athens University of Economics and Business. Certificated for Adwords Google Ads & Analytics with passion for all digital tools aiming to brand awareness and customer engagement. I have experience in creating copywriting content and designs using Canva platform. My previous experience helped me to excel skills in organizing, managing and communication and enabled me to meet any challenge head on and deal successfully with situations in a professional and mature manner. Dynamic and motivated with a proven experience in management and leadership with the ability to team work with successful results.

EDUCATION

- Apr 2020–Present **ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS**
MSc in Service Management (candidate)
- **Customer Experience & Branding**
- Sept 2013–Sept 2018 **ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS**
BSc in Marketing & Communication
- **Business Analytics**

EXPERIENCE

- Mar 2019 – Present **KONNEKT-ABLE Technologies Ltd.** Waterford, Ireland
Research Analyst (freelancer)
Key Responsibilities:
- Project management in EU funded Projects
 - Research & write content for grant proposals & tender submissions
 - Write content for peer-reviewed journal articles
 - Contribute content for social media & marketing channels
- Nov 2018 – Jan 2019 **IDEFY, THE DIGITAL PROJECT** Gerakas, Athens
Marketing Assistant – Instagram Project Key
Responsibilities:
- Daily management of Influencer's team
 - Plan & Create Promotional Campaigns
 - Communication with Customers
 - Daily administration of MailChimp Platform (newsletters)
- Jun 2018 – Sept 2018 **GREEK YELLOW PAGES** Perissos, Athens
Digital Marketing Assistant (Internship)
Key Responsibilities:
- Plan & Create Campaigns in Google AdWords
 - Conduct verticals case studies (data organization & keywords) for targeted B2B services
 - Pre-sale team back-office support
- Oct 2014 - Jun 2016 **NEA GI AGRICULTURAL PARTNERSHIP** Peristeri, Athens
Purchasing Planning Manager
Key Responsibilities:
- Warehouse & Products distribution management
 - Company ERP System operation & maintenance
 - Daily website administration
 - Daily communication with Customers & Suppliers
 - Cashier responsible

Achievements:

- Increase in wholesale & customer satisfaction and sales, through proper communication and handling
- Improvement of Company's PR & retail sales through introduction & development of official communication newsletter
- Smooth operation & organization of warehouse and product distribution
- Approach & acquisition of new vendors and wholesale customers, during the 2016 «Supermarket, mini market & kiosk expo»

Sept 2013 – Jun 2015 **PRIVATE LESSON TEACHER**

Kamatero, Athens

Tutoring for high school students

- Mathematics
- Physics

LANGUAGES

- Greek (Mother tongue)
- English (Proficiency of Michigan, 11/2014)
- French (Diploma B1, 05/2011)
- Spanish (A1 level – currently attending A2 level courses)

SKILLS & INTERESTS

Computers:

- Microsoft Office (Word, PowerPoint, Excel)
- E.R.P. System
- Google AdWords & Facebook Ads
- Experienced Internet & email user

Certifications:

- Brand Management: Aligning Business, Brand and Behaviour - University of London (Coursera, 02/2020)
- Digital Marketing Academy 2019 (CollegeLink, 10/2019)
- The Fundamentals of Digital Marketing (Google, 08/2018)

Seminars:

- Facebook Marketing , Last-long Learning Center “Invelop Skills”, 09/2018
- Young unemployment. Reassuring the future. Regional Development and Employment - Opportunities for the Metropolitan Area of Athens ", Seminar by the European Parliament Office in Greece, 01/2017

Volunteer Experience

- Voluntary Non-Profit Group of University of Economics & Business “Get Involved”
- AUEB Career Day 2017-2018

Hobbies:

- Greek Folk Dances
- Professional metal awarded volley player

RECOMMENDATIONS

Available upon request