

KATERINA DERMITZAKI



Creative Copywriter & TikTok Specialist

EXECUTIVE SUMMARY

Award-winning Creative Copywriter & TikTok Specialist and avid explorer of the digital landscape, dedicated to crafting engaging & culturally resonant content. A trend enthusiast, always on the lookout for the next big thing.

PROFESSIONAL EXPERIENCE

Humble Digital Agency (2,5 years) *April 2022 - February 2024*
Creative Copywriter & Head of TikTok *Athens, Greece*

- ☺ Worked closely with the design team on content calendars
- ☺ Conceived creative concepts for online and offline campaigns
- ☺ Initiated the establishment of Greece's 1st TikTok studio, a milestone in the Greek industry, and lead TikTok initiatives for major Greek brands with a platform-first approach
- ☺ Instrumental in the acquisition of new clients

Accounts: Wella Professionals, Wella Retail (Bronze Award, Best in Beauty, Health & Pharma - Social Media Awards 2023), OPI, Veganact (Gold Award, Best in Beauty, Health & Pharma - Social Media Awards 2023), Group IASO (Gold Award, Best Content Marketing Program / Personal Care, Health & Beauty - Content Marketing Awards 2023), Jacobs Professional, Logitech, Giochi Preziosi, L'OR, Galerie De Beauté

TikTok clients: Ferryhopper (Bronze Award, Best in Travel & Tourism - Social Media Awards 2023), IEK AKMI, Chillbox (Bronze Award, Best in Food & Beverage - Social Media Awards 2023), Galerie De Beauté, Group IASO

Account Manager *September 2021 - April 2022*

- ☺ Managed client relationships across diverse industries
- ☺ Oversaw day-to-day social media operations
- ☺ Created organic and paid content calendars
- ☺ Provided strategic recommendations for enhanced social media presence
- ☺ Executed measurement and reporting

Accounts: Wella Professionals, System Professional, OPI, The Ellinikon (Greece's largest urban regeneration project), Millhouse

Anana Coffee & Food (@ananacoffeeandfood) *April 2021 - October 2021*
Social Media Manager *Athens, Greece*

- ☺ Led end-to-end content creation
- ☺ Established and curated a distinct and concise digital presence

A Shiny Day (@ashinyday) *September 2020 - June 2021*
Client Relations Management & Digital Marketing *Athens, Greece*

- ☺ Engaged in blog copywriting (in both Greek and English)
- ☺ Provided production assistance
- ☺ Contributed to content creation

EDUCATION

Athens University of Economics and Business *2016 - 2020*

Bachelor of Marketing and Communication
Focus on Digital Marketing

University of Economics in Prague, VSE *2018 - 2019*

Erasmus+ Exchange
Focus on Digital Marketing

CONTACT

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Katerina Dermitzaki
Location
Amsterdam, Netherlands

SKILLS



Video Editing (*Filmora, Capcut*), Microsoft Office 365 & Ms Project, Figma App
Prototyping Tool, Google Analytics



Creative Direction, Content Creation, Brand Storytelling, Project Management, Trend Monitoring, Copywriting



Multitasking, Adaptability, Attention to Detail, Critical Thinking, Willingness to Learn

LANGUAGES

English
Certificate of Proficiency in English (*ECPE*)
CEFR - OLS English level C2
European Solidarity Corps for Youth

Greek
Native Speaker