



# Stavri Georgiou

Content Creator/Social Media Manager

London, UK

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## Languages

Greek

English

## About

Highly experienced Digital Media & Communications graduate with a keen eye for detail and a passion for creative expression. Skilled in content creation, digital marketing, and community engagement, I bring a dynamic blend of academic rigor and practical experience to the table. Throughout my academic journey, I specialized in fashion advertising and digital fashion, honing my skills in research, project management, and content creation for the digital realm. With a track record of delivering results, I've completed two dissertations, demonstrating my ability to conduct thorough research and meet deadlines in the fast-paced digital creative industry. My diverse skill set encompasses advertising, fashion, digital economies, experimental media, photography, and interactive communication design. As a creative individual with an innate ability to connect with audiences, I've cultivated a strong personal brand in photography, amassing a following of 12.3k on Instagram and published in Vogue Greece magazine. Leveraging analytics, I've created compelling visuals and engaging content, collaborating with brands to deliver high-quality imagery and captivating reels on a weekly basis. From videography and retouching to art direction and styling, I'm adept at navigating the digital landscape and crafting impactful narratives that resonate with audiences. Driven by a relentless pursuit of excellence, I am committed to leveraging my skills and expertise as a Social Media Manager, Community Manager, and Content Creator to drive brand awareness, foster meaningful connections, and elevate digital presence in today's competitive market.

### BRANDS WORKED WITH

Founder of @stavri\_1999 (Stavri Georgiou Photography) 12.3k followers

Natalia Christofi, independent fashion designer

YOMI & ARK/8 (Luxury)

Zoe Nicolaou, independent make-up

## Experience

### ● Social Media Manager/Content Creator

Founder of @stavri\_1999 (Stavri Georgiou Photography) 12.3k followers | Sep 2014 - Mar 2024

Successfully met daily and weekly deadlines, producing visually stunning visuals and reels that engaged the audience. gathering over 5,000 views on reels and reaching more than 6,500 accounts on post insights. Collaborated with models to create captivating images, both in-studio and on-location, and utilized Adobe Creative Suite to enhance visual impact. Conducted research on digital trends and insights to grow a following of over 12.3k on Instagram. Monitored competitor activity and provided monthly reports for new marketing opportunities and trend analysis.

### ● Content Creator Executive/Social Media Manager

YOMI & ARK/8 (Luxury) | Jan 2023 - Jan 2024

Generated compelling daily content across multiple social media platforms, including TikTok, Instagram, Pinterest, Facebook, Youtube, Twitter, and LinkedIn, as well as website blog posts, significantly enhancing brand visibility and engagement; content created abroad and in London for campaigns, launch events, BTS, product launches, seasonal sales. etc. Directed models and influencers in creating aesthetically pleasing visuals, resulting in a 15% increase in followers and sales. Initiated influencer collaborations and managed gift-giving arrangements, expanding the brand community and fostering positive relationships. Edited all imagery and graphics using various applications such as Capcut, VSCO, Unfold, Canva, and Adobe Creative Suite, ensuring a consistent visual identity. Developed and executed monthly social media plans to boost brand recognition and engagement Stayed updated with industry trends and social media platform algorithms, optimizing content formats for maximum impact. Conducted research and prepared presentations on various marketing topics, including image and video selection, engagement metrics tracking, and art direction, meeting tight deadlines. Managed so-

cial media calendars and channels, scheduling and posting content daily, and overseeing Meta stores and TikTok Commerce for social commerce success. Achieved and exceeded goals set by the Marketing Manager, enhancing follower growth, reach, engagement, and conversion rates. Optimized strategic insights through data analysis and test-and-learn planning, adapting to industry trends and changes accordingly. Project-managed photoshoots and assisted in all aspects of production and post-production, ensuring successful outcomes.

- **Content Creator/Social Media Manager**

Natalia Christofi, independent fashion designer | May 2022 - Jul 2022

Produced a high volume of high quality digital, commercial images and reels for the summer collection released by the fashion designer and summer fashion show for social media platforms including Instagram, Youtube, TikTok, Facebook, Pinterest, Twitter and the website, in outside locations and e-commerce studio/non-models. Ensured that all product photographs (accessories) were lit correctly, efficiently and creatively, in accordance with the fashion designer. Prepared all photographs prior to online sales, following guidelines, resulting in an increase in online sales and 5% of followers. Managed social media calendars and channels, scheduling and posting content daily, and had ownership of art direction social commerce success.

- **Content Creator/Social Media Manager**

Zoe Nicolaou, independent make-up | May 2021 - Aug 2021

Managed online content creation and social media marketing on Instagram, Youtube, TikTok, Facebook, Pinterest, Twitter and the website. Produced engaging designs, photographs, and videos to grow the social media platforms. Wrote compelling descriptions for social media posts to boost SEO rankings and organic traffic. Developed strategies to increase engagement on Instagram, TikTok, and Facebook through content creation and editing. Prepared set designs for shoots, developed art direction and managed post production. Worked quickly and efficiently under pressure to deliver strategies and content on deadlines.

## Education & Training

2021 - 2022 ● **Goldsmiths, University of London**

Master's Degree in Digital Media (Image Making Pathway),

2018 - 2021 ● **University of Sussex**

Bachelor's Degree in Media & Communications,