



# Danai Dimitropoulaki

Social Media Manager Insights and Reporting

London, UK

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## Links

[LinkedIn](#)

## Languages

English (Fluent)

Greek (Native)

## About

I'm a social media manager with over 3 years of experience in creating organic content on Instagram, Tiktok, Twitter, Facebook, Youtube, Pinterest and I'm passionate about entertaining people with the latest internet and pop culture trends from around the globe. The latest Instagram profile I was managing had 700K followers and 6% engagement rate while our newest TikTok account was followed by 164K followers and the content could successfully reach 10% engagement rate. I had the opportunity to work on multiple marketing campaigns as well as successful partnerships with Olivia Rodrigo, Doja Cat, Megan Thee Stallion, Gossip Girl, Netflix and much more.

At Depop, I developed expertise in insights and reporting, social listening, and campaign management, resulting in a 200% increase in the Instagram audience. Watching my team succeed inspires me to continue searching for new ideas so I stay up-to-date on the latest trends and developments in social media to ensure that our content is fresh, relevant, and engaging.

### BRANDS WORKED WITH

Another Community

Depop

## Experience



### ● Social Media Manager, Insights & Reporting

Depop | May 2022 - Dec 2022

Delivered regular primary and secondary audience insights on our community's social media behaviours, fashion consumption habits and engagement with the social content to help optimise and hit agreed KPIs as well as regular reports for social channels (BAU and Campaign AARs), to help the team and the business to understand what works in social. Regularly used research and community collaboration to provide insights and recommendations for how to improve the content. Used data and audience insights to offer guidance and expertise to teams on commissioning relevant talent for social content. Managed relationships with Brand, Creative, Seller Success and Insights teams to regularly connect with sellers and buyers as part of our research approach. Regular social listening reporting to understand key changes in social sentiment, brand perception and SoV.



### ● Social Media Executive

Depop | Feb 2021 - May 2022

Oversaw work of assistants responsible for social media posts and on-line copywriting as well as managed weekly editorial calendar and commissioned artists and content creators. Responsible for the production of the content including contracts, built concise briefs for creatives to work to, managed creative resource for responsible projects. Ensured all content is aligned with company branding guidelines by using best practices when creating content across multiple channels.



### ● Social Media Assistant

Depop | Nov 2019 - Feb 2021

Filmed and produced content for IGTV and TikTok. Created and published content that increased our Instagram followers 200%. Raised brand awareness via increasing visibility through 35+ posts across all social media platforms on a weekly basis. Experimented with posting times allowed the company to increase engagement rate based on the platform used.



### ● Social Media Assistant, Freelance

Depop | May 2019 - Nov 2019

Managed the content creation process from start to finish, including sourced and collated raw material and published online. Engaged with

target audience on social platforms to grow overall following and SoV and meet set KPIs. Identified and researched trending topics.