



PROFESSIONAL PORTFOLIO

ALEXANDRA ZOGRAFOU

Research Assistant (2019)

www.observatoriodecomunicacioninterna.com



MAIN RESPONSIBILITIES

Website and Social Media Management:



I Foro de los Premios del Observatorio de Comunicación Interna: Calidad Pascual, Heineken, Leroy Merlin y Enel México presentan sus casos ganadores

mayo 28, 2019 • Posted by: Observatorio de Comunicación Interna • Category: Foros • No Comment



II Foro de los Premios del Observatorio de Comunicación Interna: Fundación Microfinanzas BBVA, L' Oréal, Ecoembes y Bimbo México presentan sus casos ganadores

junio 14, 2019 • Posted by: Observatorio de Comunicación Interna • Category: Foros • No Comment



MAIN RESPONSIBILITIES

Events Coordination & Assistance:



9º encuentro de Comunidad F España
<https://aeiacompania.com/>



II Foro OCI



HR Center – I Benchmarking Day



I Foro OCI



Administration Assistant (2015-2017)

www.freshdesign.gr



MAIN RESPONSIBILITIES

Coordination and overview of the development and delivery for a variety of DTP and digital projects, such as:



Newsletter Design Dewalt x Barcelona



Trident Yacht Alliance Brand ID Design

<https://www.trident-yacht.com/>



Era Liqueurs Label Design

<https://www.eranuts.com>



Papa Pastry Website Development, Facebook Page Maintenance & Booth Design

<https://www.papa-pastry.com/>



Famiglia di Pasta Packaging Design

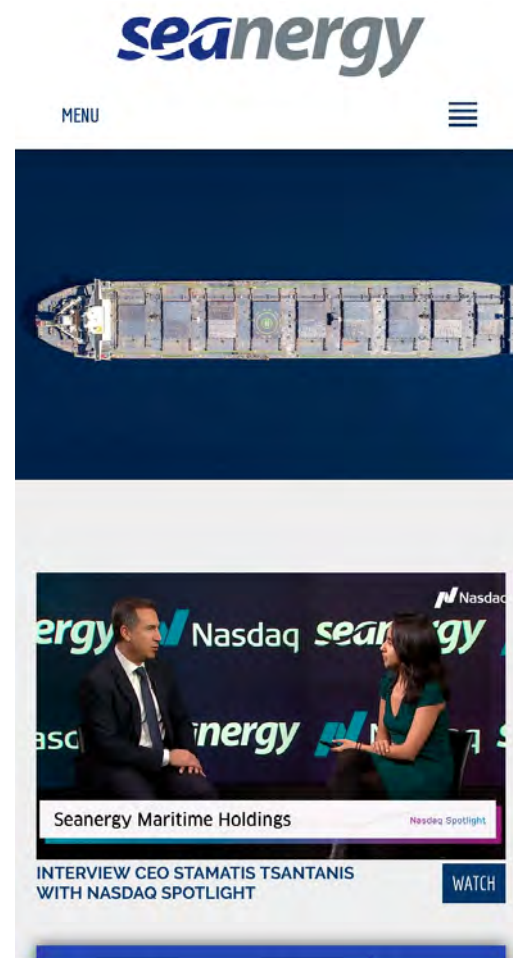
<https://famiglia.gr/en/>

MAIN RESPONSIBILITIES

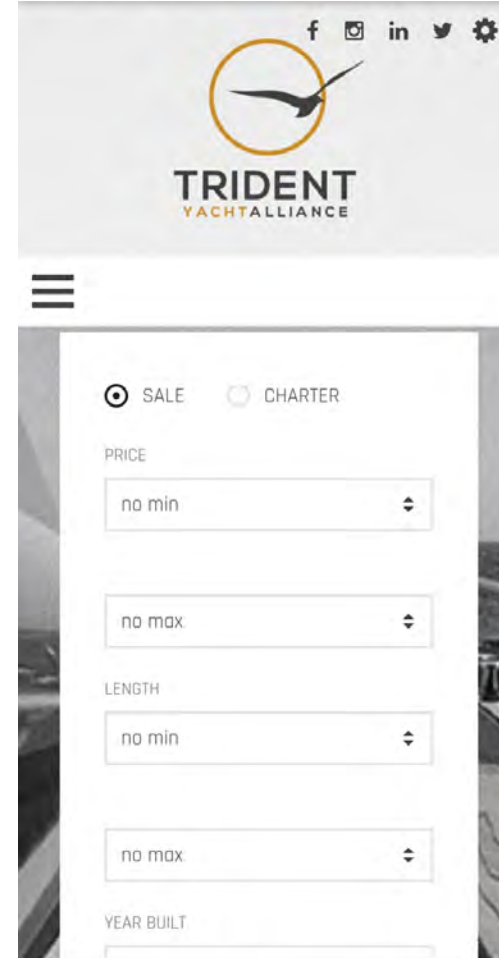
Coordination and overview of the development and delivery for a variety of DTP and digital projects, such as:



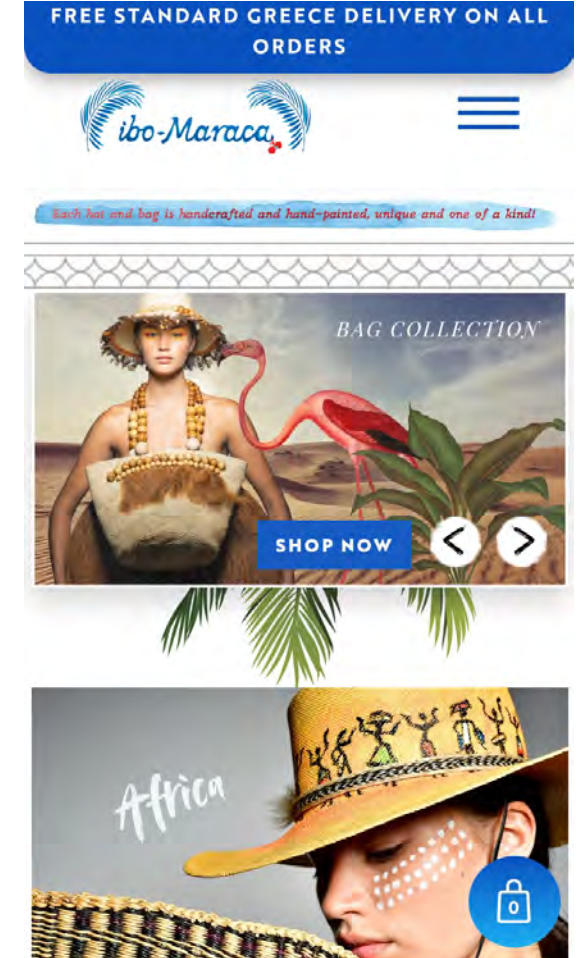
Jr NBA Greece Website
<https://www.jrnbagreece.gr/el>



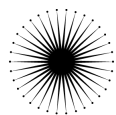
Seanergy Website
<https://www.seanergymaritime.com/en/>



Trident Yacht Alliance Website
<https://www.trident-yacht.com/>



Ibo-Maraca Eshop
<https://www.ibo-maraca.com/en>



PINK POWDER

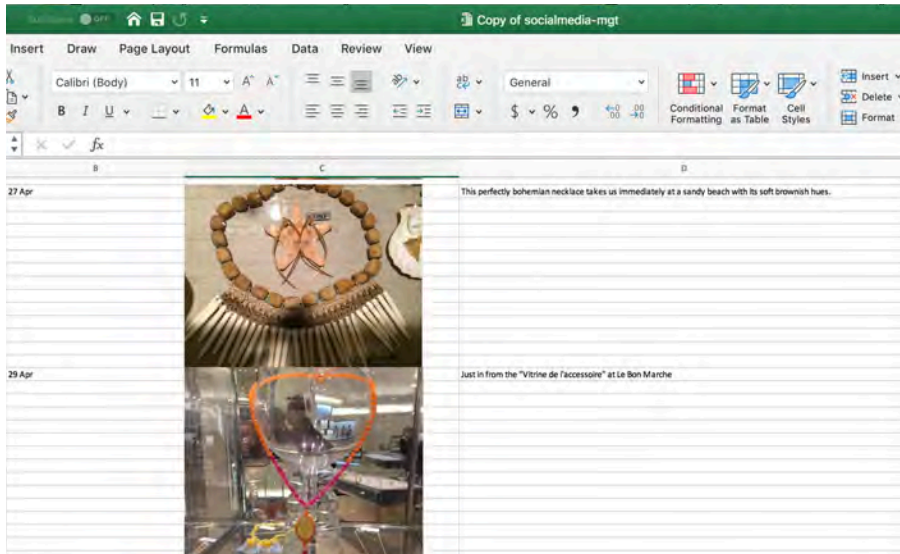
Content Editor (2014-2015)

www.pinkpowder.com

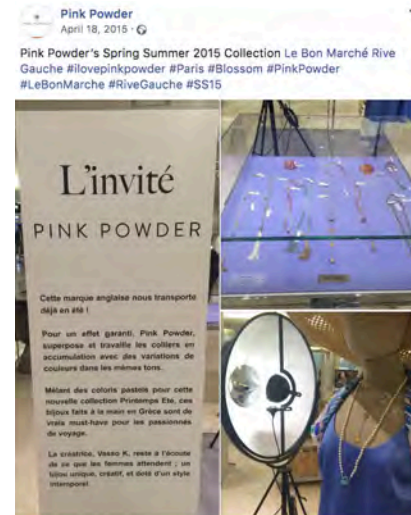
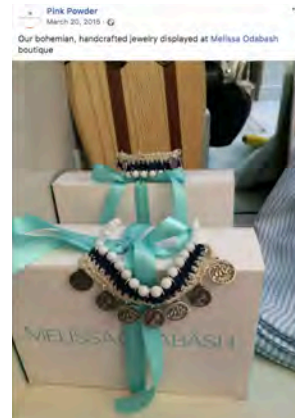


MAIN RESPONSIBILITIES

Social Media Content Management:



Editorial Calendar Sample



MAIN RESPONSIBILITIES

Website Content Management & Web Banner Copy (complete copywriter portfolio available separately):

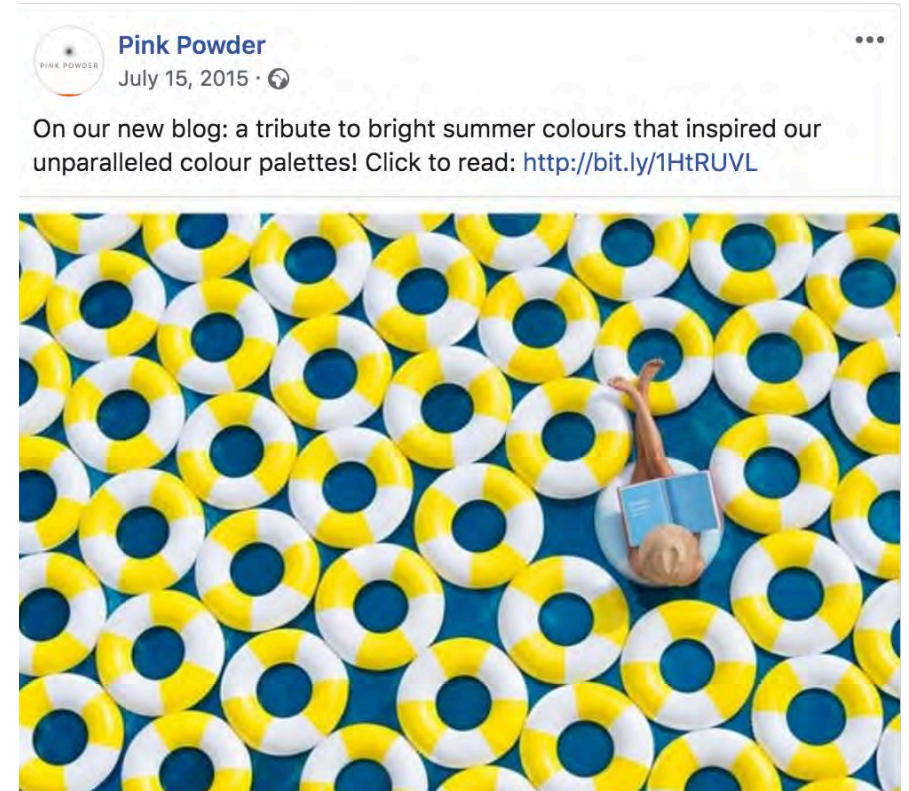


COPYWRITING PORTFOLIO



MAIN RESPONSIBILITIES

Blogs (selected):



MAIN RESPONSIBILITIES

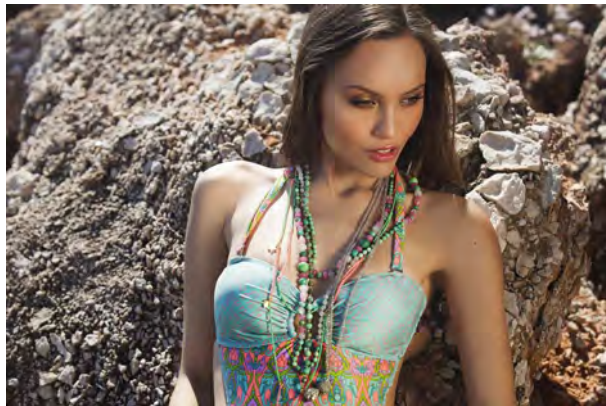
Assistance in trunk shows (held periodically in department stores in London) & shoots:



Fenwick (Bond Street)



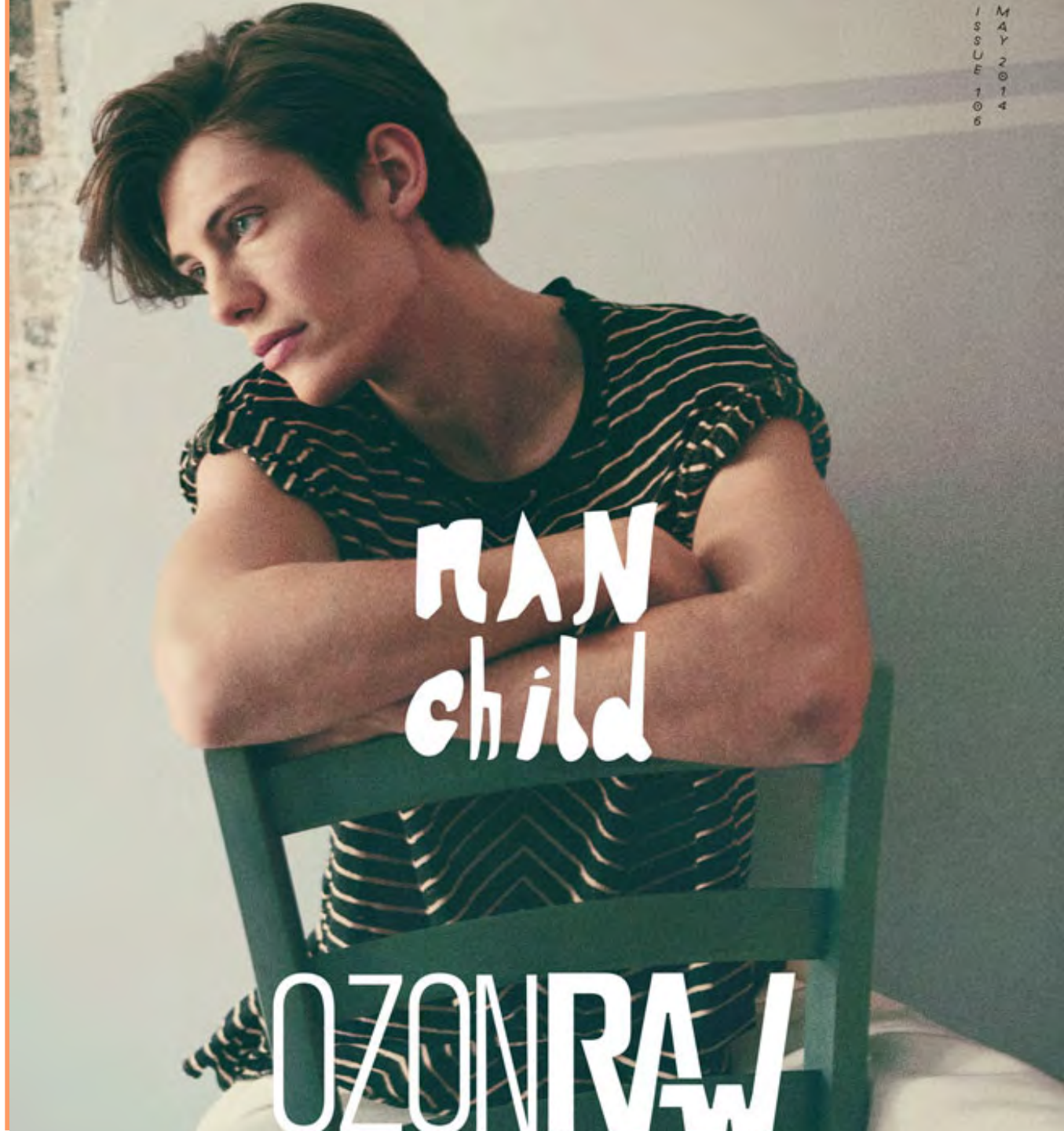
Fortnum & Mason



ozon

Editorial Intern (2012-2013)

<http://en.ozonweb.com/>



MAIN RESPONSIBILITIES

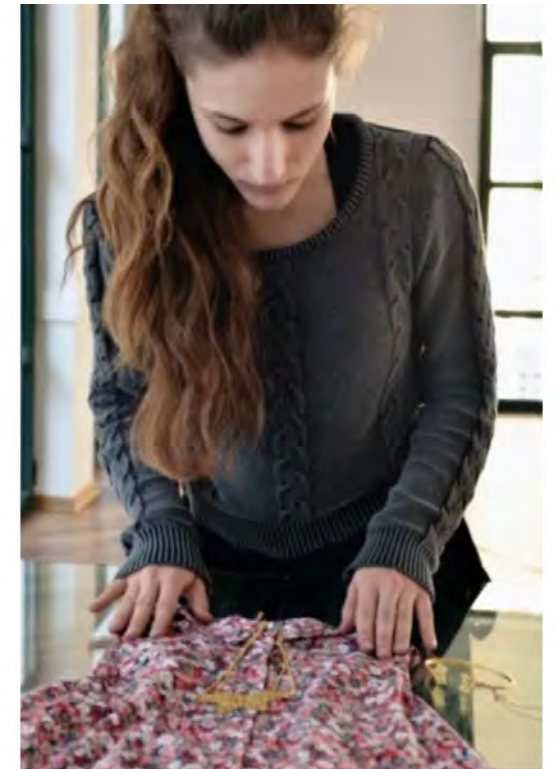
Creative Direction & Coordination – Ozonised (17 interviews)




μερικά από τα αγαπημένα προσωπικά αντικείμενα του Γιώργου



Η πρώτη επαφή της Τζωρτζίνας Λιώση με τον τηλεοπτικό και



πουκάμισο: Attrattivo (ATTRATTIVO) 
κοσμήματα: Maggoosh

les assorties'

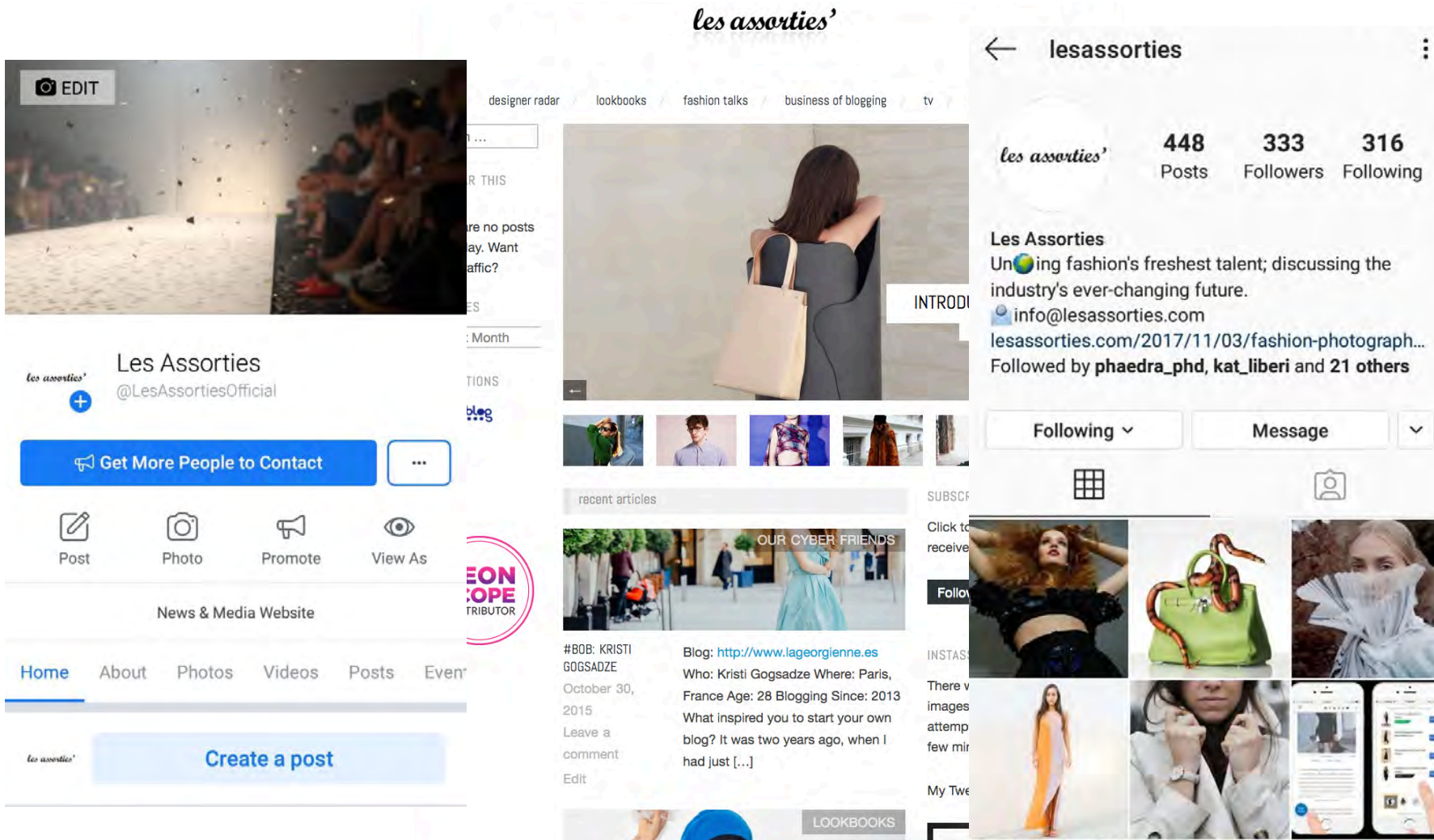
Founder & Editorial Director (2013-2018)

lesassorties.com



MAIN RESPONSIBILITIES

Running & having the overview of each aspect of the webzine



- ❖ Website development using Wordpress.
- ❖ Brand design.
- ❖ Management and creation of content for website, social media, and periodical newsletters.
- ❖ Monitoring analytics and adjusting the content strategy accordingly.
- ❖ Attending and covering fashion week and other industry-related events.
- ❖ Business development: introducing the webzine and fostering relationships with media, showrooms, agencies, and bloggers.
- ❖ Managing sponsorships.
- ❖ Contributing in other publications.

Content from 2015 to 2017 only available online



Thank you!