



THEODORA STATHI

WORK EXPERIENCE

11.2020 | Logo Designer

Designed the logo and packaging of the handmade organic soaps "Natalia".

6.2020 | Web Designer

Designed the official website of "Nikos Trousis" Photography

4.2014 - present | Logo & Web Designer | Web Promoter | Copywriter

Owner, founder and manager of the online brands "Woody's Crafts-Wooden Handmade Decoratives" and "Woody's-Wooden Handmade Constructions & Garden Decoration" in the field of Handmade Crafts and Decoration | Web Designing, Product Photography, Photo Editing, Content Creation, Organic SEO Marketing, Email Marketing, Social Media Marketing, Internet Market Research & Analysis, Networking, Blogging, Copywriting.



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2016 - present | Logo & Web Designer | Web Promoter | Copywriter

Web Designing, Product Photography, Photo Editing, Organic SEO Marketing, Email Marketing, Social Media Marketing, Internet Market Research & Analysis, Networking, Content Creation, Blogging, Copywriting for the online brands "Calliope's Powertex Art", "Konstantinion Research Center of Molecular Medicine and Biotechnology" and "The Garden Cafe & Cocktail Bar".

11.2016 - present | Web Designer | Facebook Manager | Blogger

Designing and managing the official Facebook page and Blog, logo designing, blogging, networking for the "Volunteer Animal Welfare" Adendro, Thessaloniki

5.2018 - 2.2019 | Web Designer

Web designing for the clientele of **Netways Inc.**, a Hellenic company offering their services in the field of Business Computing and Software Development.

2016-2019 | Logo & Web Designer | Web Promoter | Copywriter

Web Designing, Photo Editing, Organic SEO Marketing, Email Marketing, Social Media Marketing, Internet Market Research & Analysis, Networking, Content Creation, Blogging, Copywriting for the online brands





"Real Herbs", "Antonios Harizanis Contemporary Art", "Fertility Biocenter", "Car4U Andros Rental Services", "Ratkos Funeral Services" and "Maistrali Studios & Apartments".

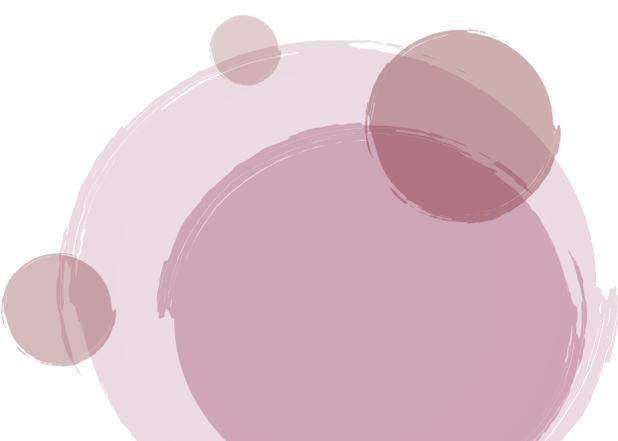
06.2016 – 09.2016 | Waitress

The Garden Café & Cocktail Bar, Kardamena-Kos, Dodecanese, Greece (40 + tables, Award of Excellence by The Trip Advisor, High Customer Traffic Location)

Accurately recorded orders and partnered with the bartender and the cook | Serve food and beverages that exceeded guests' expectations | Delivered exceptional, friendly and fast service | Maintained a professional tone of voice and words at all times, including during peak rush hours.

2015-2017 | Designer | Web Promoter | Copywriter

Logo designing, Product Photography, Photo Editing, designing official Facebook page, Social Media Marketing, Networking, Content Creation, Copywriting for the online brands "Me Raki" Homemade Liqueurs and "Kalli Karvo" jewelry.





04.2015 – 09.2015 | Waitress/Barista

*“Kiriaki” Hotel & Junior Suites, Amfikleia-Lamia, Greece
(4 starred, 13 apartments)*

Provided exceptional customer service to ensure guest satisfaction and increased sales | Ensured Bar, Restaurant and Pool Bar areas were immediately presented at all times | Handled the overall administration of the inventory related responsibilities | Worked closely with the Chef and the Cooks to ensure the best quality of breakfast, lunch & dinner menu on a daily basis.

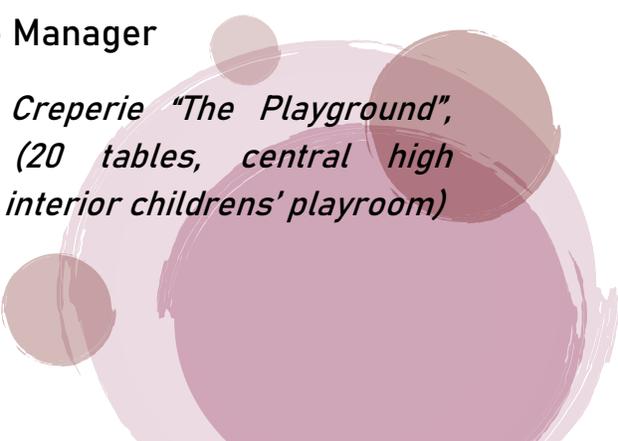
04.2011 – 10.2011 | Waitress/Barista

*“Apanema” Resort Boutique Hotel, Tagoo Mykonos,
Greece (4 1/2 starred, 17 apartments)*

Provided exceptional customer service to ensure guest satisfaction and increased sales | Ensured Bar and Restaurant areas were immediately presented at all times | Handled the overall administration of the inventory related responsibilities | Worked closely with the Chef and the Cooks to ensure the best quality of the breakfast menu on a daily basis | Organized and coordinated the room service of my shift.

09.2010 – 03.2011 | Store Manager

*Local Coffee House & Creperie “The Playground”,
Adendro, Thessaloniki (20 tables, central high
customer traffic location, interior childrens’ playroom)*





Responsible for the overall proper maintenance of the store and its needs | Covering the positions of barista and waitress during the operational hours | Handled the overall administration of the inventory related responsibilities.

04.2010 – 09.2010 | Waitress

*Blu-Blu Lounge Cafe Bar, Old Port, Mykonos, Greece
(40 tables, High Customer Traffic Location)*

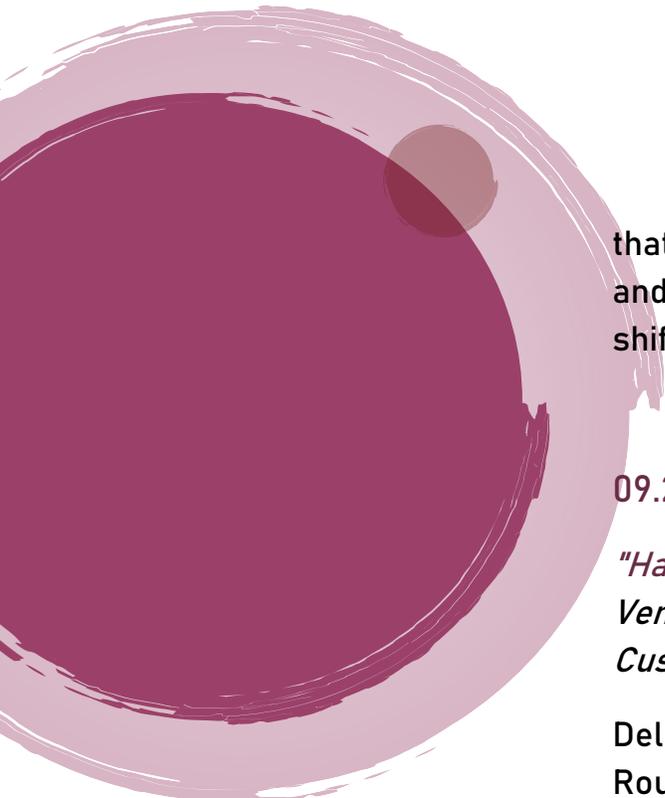
Accurately recorded orders and partnered with the bartender and the cook to serve food and beverages that exceeded guests' expectations | Delivered exceptional, friendly and fast service | Completed opening and closing duties, including restocking items and closing out the cash drawer | Maintained a professional tone of voice and words at all times, including during peak rush hours | Mastered Point of Sale computer system for automated order taking.

11.2007 – 11.2009 | Shift Supervisor

Starbucks Coffee Company, Nikis White Tower Store, Thessaloniki, Greece (Store with the highest gross sales in the Region of Central Macedonia)

Completed opening and closing duties of the store, including restocking items and closing out all the cash drawers of my shift | Handled the overall administration of the everyday inventory related responsibilities | Accurately recorded orders and partnered effectively with the rest of the staff to serve food and beverages





that exceeded guests' expectations | Maintained order and a harmonious co-operation with staff during my shift | Delivered exceptional, friendly and fast service.

09.2005 – 10.2007 | Waitress/Barista

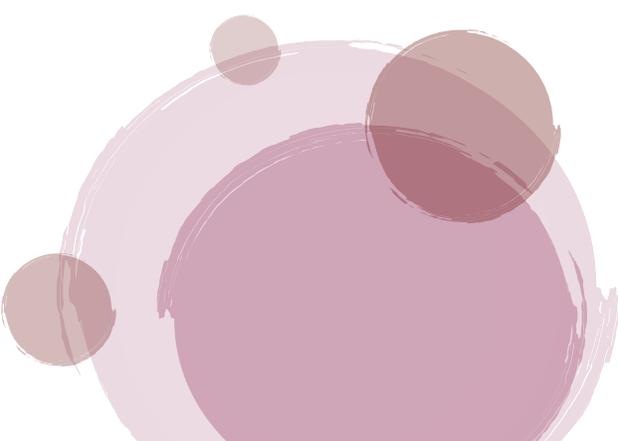
"Hatzis" Coffee & Confectionerie Chain Stores, Venizelos 50, Thessaloniki, Greece (20 tables, High Customer Traffic Location)

Delivered exceptional, friendly and fast service | Routinely cleaned table settings, glassware, windowsills, counters, floors, storage areas and service refrigerators | Supported the sales department of the store when necessary | Performed effectively the barista position once a week and according to the Scheduled weekly program.

10.2004– 03.2005 | Insurance Agent

"International Life" Insurance Company, Glyfada Athens, Greece

Evaluated leads obtained through direct referrals, lead databases and cold calling | Applied product and insurance market knowledge to potential customers and establishment of life insurance contracts | Managed billing accounts and maintained customer accounts.





05.2003– 04.2004 | Account Manager/Client Service Dpt.

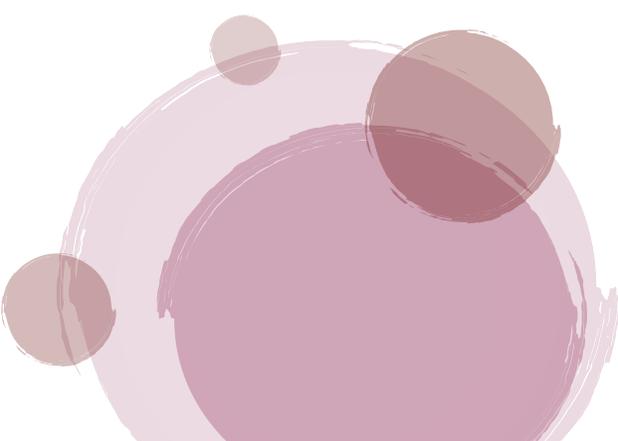
"IMS Solutions" Advertising, Promotion & Printing Services, Athens, Greece

Researched on new business leads and pitched for new business | Coordinated with the designers' department and sales team on various projects | Developed new business through telemarketing and networking | Prepared promotional and marketing plans for my clientele | Maintained effectively strong and healthy business relationships with the existing clients of the company.

10.2001– 02.2003 | Account Manager/Client Service Dpt.

"Bullet" Advertising Agency, Promotion & Printing Services, Athens, Greece

Researched on new business leads and pitched for new business | Coordinated with the designers' department and sales team on various projects | Developed new business through telemarketing and networking | Prepared promotional and marketing plans for my clientele | Maintained effectively strong and healthy business relationships with the existing clients of the company.





05.2001– 09.2001 | Account Manager/Client Service Dpt.

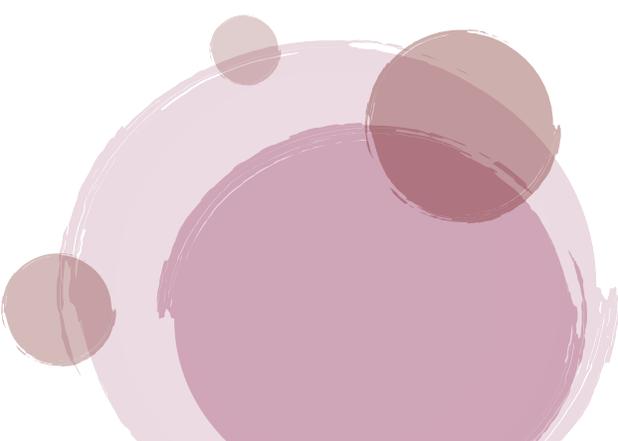
"Orange" Advertising Company Thessaloniki, Greece

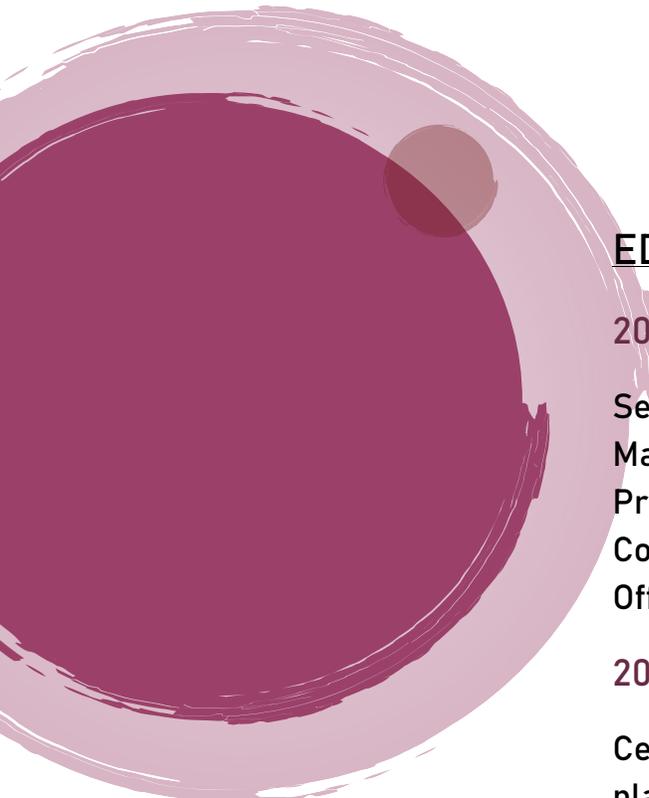
Researched on new business leads and pitched for new business | Coordinated with the designers' department and sales team on various projects | Developed new business through telemarketing and networking | Prepared promotional and marketing plans for my clientele | Maintained effectively strong and healthy business relationships with the existing clients of the company.

3.1998– 04.2001 | Secretary/Client Service Dpt.

"Top Promotion" Advertising Company, Athens, Greece

Handled the tasks of dealing with various advertising campaigns | Collected and effectively coordinated the flow of internal and external information | Maintained and coordinated office scheduling and event calendars | Established the administrative work procedures for tracking staff's daily tasks.





EDUCATION

2013-present:

Self-educated in Social Media Marketing, E-mail Marketing, Organic SEO Marketing, Web Designing, Product Photography, Photo Editing, Copywriting, Content Creation, Blogging, personal computer & MS Office Windows Operational System usage

2016-2019:

Certificates of Completion from "Alison", a learning platform for education and skill training, in the following courses:

"Basic Study Skills", "Design-Applying Design Principles", "Adobe Photoshop CS3", "Adobe Photoshop CS6 Essential Tools", "Tourism-Introduction to Travel Patterns and Destinations", "Tourism-Marketing and Promotion", "Social Media Strategy for Small Businesses", "Effective Communication Skills for Managers", "Modern Business Writing"

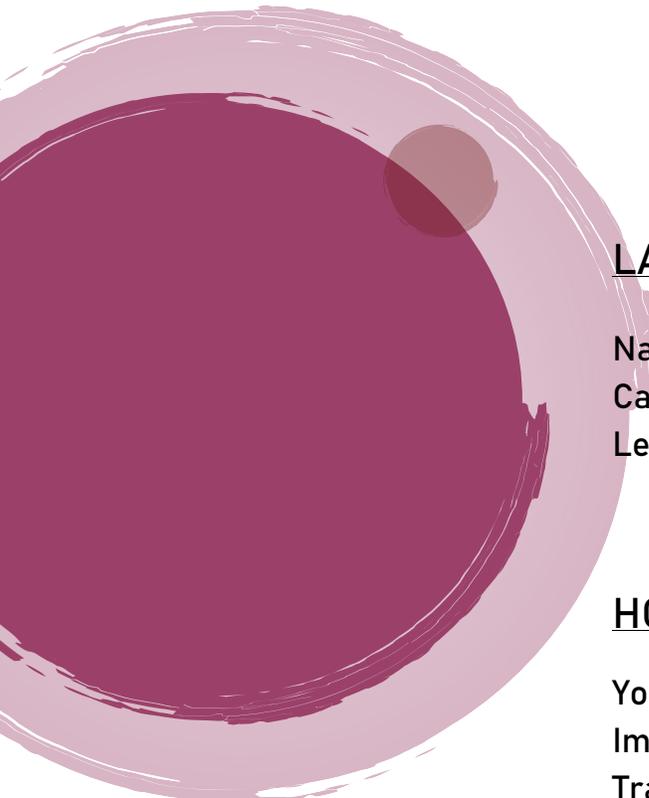
03.2000 – 06.2000:

"Didacta" Workshop of Free Studies, Athens, Greece | Certificate in "Advertising and Communication"

10.1991-10.1996:

Bachelor of Social and Political Sciences, Panteion University, Athens GR | Minor: Public Administration | Major GPA: 6,5





LANGUAGES

Native: Hellenic | Almost Native: English (University of Cambridge First Certificate in English Grade: C) | Learning: Italian

HOBBIES & INTERESTS

Yoga, Meditation, Spirituality, Nutrition, Self-Improvement, Reading, Hiking, Biking, Swimming, Travelling, Learning, Painting on glass, Home Decoration, Volunteer at the Stray Dog Rescue Team of local Community, long walks with my dogs, Exopolitics, Astronomy, Astrophysics, Quantum Physics, Research in Ancient Cultures and Metaphysics, Human Biology, Web Designing, Blogging, Writing, Photography, Space Exploration

