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EXPERIENCE

Social Media Editor

London School of Economics and Political Science (LSE)

JUNE 2018 - PRESENT

Main responsibilities:

- Plan, write, edit and schedule daily posts for **Facebook, Twitter, Instagram, LinkedIn** and **YouTube**, which reach a collective audience of over **1.5 million followers**
- **Liaise** with contributors to coordinate content requests to feed into the social media editorial calendar
- Work on **original content creation** (shooting and editing photos and videos for research dissemination on social media)
- **Adapt** existing content (research reports, blog posts, articles, and other written communications) for social media
- Integrate marketing, editorial, and cross-channel promotional brand needs on a global level onto social media
- Conceptualize and drive social marketing campaigns that produce high engagement and viral growth
- Use social platforms' insights to produce monthly **reports** recording engagement rates and growth
- Work closely with the Media Relations and Public Affairs teams on content creation, promotion and strategising
- **Liaise** with colleagues from different departments across the School to ensure the effective implementation of brand and social media strategies, and feed content on social channels
- Advise on and handle **crisis management** of online incidents
- **Commission content and curate** a weekly **newsletter** (with **Mailchimp**)

Communications and Events Assistant

Latin America and Caribbean Centre (LSE)

MARCH 2017 - MARCH 2018

Main responsibilities:

- Managed and created **content** for **social media**, including Facebook, Twitter, and Instagram (the latter being my own initiative), the **website (CMS)**, and a bi-monthly **newsletter** sent via Mailchimp (commissioned content from researchers, academics and experts on Latin America and the Caribbean regions)
- Mapped and designed the website migration, for which I collated and edited the copy, and sourced imagery to modernize and expand global outreach
- Used **analytics** to produce reports on channel performance, reach and growth
- **Liaised** with partners and stakeholders to draft and edit news copy to feed onto the website and social media
- Worked collaboratively with colleagues inside and outside my organisation on **planning and logistical management of public events** with high profile speakers, such as the Brazilian Minister of Finance, Henrique Meirelles, and the Mayor of Buenos Aires, Horacio Larreta
- Supported the identification and further development of target audience networks in Latin America to cultivate strategic partnerships and continuous engagement

EDUCATION

London School of Economics and Political Science (LSE), United Kingdom —

MSc History of International Relations

specialism: Conflict Analysis and Geopolitics (Europe, Middle East and North Africa)

SEPTEMBER 2015 - SEPTEMBER 2016

National and Kapodistrian University of Athens, Greece —

BA Political Science and Public Administration

specialism: International and European Studies

SEPTEMBER 2010 - MAY 2015

CONFERENCES

Public Sector Social Media Conference — *February 2019, Leeds, UK*

The Russel Group Social Media Conference — *June 2019, Bristol, UK*

Social Media Week — *October 2019, London, UK*

LANGUAGES

- **Greek:** native speaker
- **English:** native-level proficiency. I studied for 9 years while at an English Language School and successfully passed the **FCE** (by **Cambridge University**), **ECCE** and **ECPE** (both by **Michigan University**) English language examinations. I obtained the ECPE certificate **with honors**. Additionally, I completed a master's degree in English at the LSE, and have been living and working in **London** since September 2015.
- **Spanish:** fluent speaker. I studied with a private tutor for 3 years and successfully passed the **Spanish Ministry of Education** examinations for the **A2** and **B2** levels of **CEFR**. While at LSE, I took the Spanish **C1 level** course and qualified for the C1 level of competency in Spanish certificate.
- **French:** I studied for 3 years in a language school and 2 years with a private tutor. I have successfully passed examinations by the **French Ministry of Education** and qualified for certificates in the **A1, A2, B1** and **B2** levels of **CEFR**.
- **Arabic:** Basic level - currently studying.

SKILLS

- **Communication:** I have been working in **communications** and **PR**-focused roles for the past 2,5 years, producing high quality oral and verbal communications, appropriately tailored to different audiences, and have completed training in **Presentation, Effective Writing, and Marketing**;
- **Editorial:** I have worked on **editing web** (using **CMS**) and **social media content**, and curating weekly **newsletters** (using **Mailchimp**);
- **Creative:** I have **created** eye-catching **social media** and **web content** (visual, graphic and editorial), designed assets for online and print use with the **Adobe Creative Cloud applications** (**Premier Pro, Photoshop, Illustrator, Audition, Rush, After Effects**), and have also completed a **Digital Photography** course at the **London Institute of Photography**;
- **IT literacy:** I have excellent computer skills (on both **OS X** and **Windows** operating systems), experience in office management and productivity software (**Microsoft Office Suite; Slack; Google Drive Suite**), graphic design and photo editing skills (**Adobe Creative Cloud**), content management experience (with **Wordpress** and **CMS**); I have completed training courses on web design (**HTML, CSS**) as well as digital marketing (**SEO/SEM & online marketing** tools on **Google Digital Garage**). I am also an experienced user of social media management tools such as **Sprout Social, Tweet Deck, Buffer, and Hootsuite**;
- **Organisation, Project and Time management:** I have led on planning and maintaining detailed project management calendars (**Microsoft Teams, Trello**), coordinating and prioritising daily workload to meet deadlines; I have also had experience working across various **different time zones** simultaneously and overseen the management of several events from planning to realisation;
- **Problem solving:** I have overseen the effective management of several events, taking into account security implications and supporting the effective handling of **online incidents** and **communications crises**;
- **Teamwork:** I have worked on bringing together teammates and other colleagues across different divisions to collaborate on projects and organise several public lectures and other events; I have also led on the founding and support of a community of practice for colleagues to advance their communication skills;
- **Intercultural and global awareness:** acquired transferable cultural and linguistic knowledge of the Latin America and Caribbean regions (various Spanish dialects and developed a basic understanding of Portuguese)
- **Motivation:** I am always eager to take on new challenges and learn new skills in order to improve my personal and professional profile;
- **Drivers' license** (acquired in 2011).

EXTRACURRICULAR EXPERIENCE

Imperial War Museums and The National Archives — *Volunteer*

Transcribed World War I diaries for researchers to use. I gained experience in archival research, familiarity with the subject and awareness of linguistic analysis.

The Boston Public Library and the Institute of Museum and Library Services — *Volunteer*

Transcribed 19th century Anti-Slavery manuscripts for researcher to use. I gained experience in archival research, familiarity with the subject and awareness of linguistic analysis.

Konfliktcam — *Research Intern*

Conducted research in military conflicts and economic and social crises (with primary focus on South-East Europe and the Middle East). I monitored digital platforms from governments, NGOs, charitable foundations, and other state and non-state actors, to source and verify imagery for an open-access online photo database for the general public as well as professionals (eg. journalists, researchers, editors).

Hellenic Society, LSE — *Communications Officer*

Managed the society's social media accounts, participated in the organization of social and networking events and activities, and worked with other committee members on planning and delivering a high profile two-day conference held at LSE, with speakers from academia and politics (i was specifically responsible for managing media contacts).

National and Kapodistrian University of Athens — *Research Intern*

Worked in Professor Haritini Dipla's team of interns and researched international legislation in regards to paramilitary and pirate groups, arms and drug trafficking, and international arbitration, and produced literature reviews. I gained experience in primary and secondary sources research, academic writing, and subject knowledge and built on my time-management and presentation skills.

Thessaloniki International Student Model United Nations — *Delegate, UN Social and Economic Council*

Participated as a student delegate for Spain in the four-day conference. I researched and wrote essays on Spain's national humanitarian policies and legislation, specifically regarding issues of human trafficking and world hunger.