



# Eleni Georgakopoulos

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## **Experience**

**2022 - 2023**

**Make-A-Wish Alaska & Washington**

**Seattle, WA**

Pivotal player in building and executing a robust digital content strategy, using email, website and social media platforms to further the chapter's programmatic, brand and fundraising goals in collaboration with the marketing communications team.

- Lead copywriter for chapter wide special events, campaigns and promotions (Email, social and web)
- Develop strategic digital and social media campaigns for chapter's special events, third party events, corporate partnerships and volunteer and medical outreach
- Email design and deployment
- Spearhead email campaign strategies to increase audience
- Develop and maintain chapter wide social media editorial calendar
- Create social media, web and email graphics
- Email and social analysis to improve metrics and operationalize strategy
- Member of the Diversity, Equity and Inclusion Task Force

**2018 - 2022**

**Tony's Steaks and Seafood**

**Cincinnati, OH**

### **Director of Social Media Marketing**

Responsible for advancing the team and customer experience through online and traditional marketing. Lead our efforts to engage stakeholders with quality content, create content delivery plans and maintain consistent, brand-appropriate content, as well as oversee and administer the company's social media marketing and advertising.

- Develop and maintain social media editorial calendar
- Managing social media presence; Yelp, Trip Advisor, Google and OpenTable
- Organizing, planning and executing photoshoots for magazine, website, articles or social
- Creating graphics and video content to engage viewers and share experiences differentiating Tony's from competitors
- Writing a monthly newsletter and managing and creating email blasts for specific events or promotions

**2017 - 2018**

**Silver Spring House**

**Cincinnati, OH**

### **Manager**

Led team members through performance, engagement and training initiatives. Responsible for local store marketing to helping reach sale and profit goals including:

- Coordinated daily restaurant operations and maintain productivity, quality, and customer service standards
- Managed the restaurant's good image and ensuring compliance with sanitary and safety regulations
- Trained new and current employees on proper customer service practices and implementing new policies
- Assisted employees throughout shift by taking drink orders, cashing out tables

## **Education**

**2012 - 2016**

**Southern Connecticut State University**

**New Haven, CT**

- B.S Communications, Video Production and Journalism

## **Certifications**

- AWS Cloud Practitioner



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