# Eleni Georgakopoulos

## Experience

**2018 - Present** **Tony's Steaks and Seafood** **Cincinnati, OH**

**Director of Social Media Marketing**

I am responsible for advancing the team and customer experience through online and traditional marketing. My primary responsibilities are accelerating the expansion and use of social media channels as well as bringing a high degree of creativity to our existing platforms. I work closely with customer services, operations, sales and event teams to ensure that our website, social media and other communications accurately reflect our brand. I 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.

I coordinate daily social media posts and campaigns on Facebook, Twitter and Instagram including:

- Managing social media presence; Yelp, Trip Advisor, Google and OpenTable
- Organizing, planning and executing photoshoots for magazine, website, articles or social
- Creating 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
- Coordinating daily Front and Back of House restaurant operations
- 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

**2016–2017** **GE Aviation** **Cincinnati, OH**

**Communications Specialist**

Led the video team with production, filming, editing of videos; managed written and graphical projects for the Communications team.

- Prepared equipment/set for shoots (cameras, lights and microphones, et cetera)
- Filmed events, CEO messages for internal/ public use
- Edited video via Final Cut Pro
- Exported and organized media for publication on external and internal GE websites
- Spearheaded GE-wide infographics for global campaign targeted at local, national and international media
- Aggregated multi-channel communications to inform the global GE Aviation manufacturing workforce on key Company initiatives

## Education

**2012 - 2016** **Southern Connecticut State University** **New Haven, CT**

- B.S. Communications, Video Production and Journalism

## Certifications

- AWS Cloud Practitioner