



Danae Bersi

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WORK EXPERIENCE

FREELANCE DIGITAL MARKETER

SOCIAL MEDIA & AD CAMPAIGN MANAGER – JAN 2024 - PRESENT

- End-to-end digital marketing strategy & execution for cultural, B2B and product brands
- Social media & content planning (calendars, content pillars, storytelling, reels, copywriting)
- Paid advertising management on Meta, Google & LinkedIn
- Performance analytics, optimization & reporting (KPIs, insights, strategy recommendations)

KITCHEN.WAS

SOCIAL MEDIA & ACCOUNTS MANAGER – FEB 2024 - JUL 2024

- Manage effectively digital advertising campaigns (Meta Ads, Google Ads, YouTube Advertising, LinkedIn Ads)
- Social media & website management, copywriting and community management
- Client reporting, planning and presentation of digital strategy
- Monitor and analyze all relevant key performance indicators (KPIs) to track campaign performance
- Monitor client accounts, develop and maintain relationships, identify new business opportunities

PEBBLE CREATIVE SERVICES

DIGITAL MARKETING SPECIALIST – AUG 2023 - FEB 2024

- Creation and curation of digital marketing paid campaigns (Meta Ads, Google Ads, YouTube Advertising, LinkedIn Ads)
- Social media & website management, copywriting, and planning of digital marketing strategy
- Client reporting and presentation of digital strategy
- Management of digital budget & calendar
- Analytics, monitoring & optimization

ATHENS CITY MUSEUM

CULTURAL EVENTS & MARKETING MANAGER – JAN 2018 - JUL 2023

- Social media & website management, copywriting, and planning of digital marketing strategy
- In charge of attracting sponsors and establishing new partnerships
- Creation and curation of press releases, detailed presentations, invitations of exhibitions and events
- Responsible for creating, managing, and promoting cultural, artistic and social projects – such as the [Virtual Museum](#).
- Management and training of Museum's volunteers

NEW AGRICULTURE NEW GENERATION (implemented through an exclusive SNF grant)

CONTENT CREATOR – PART TIME – SEP 2019 - FEB 2024

- Copywriting and newsletter management
- Responsible for creating, curating and managing creative content on website
- Curation of seasonal reports and action plans

OZON MAGAZINE

EVENTS MANAGER – OCT 2017 - JAN 2018

- In charge of fashion and art events
- Management of customer base and communication with companies, clients, suppliers, artists, and media lists
- Creation and issuing of relevant presentations and press releases

EDUCATION

MA, HAROKOPIO UNIVERSITY OF ATHENS

CULTURE AND EDUCATION – 2016 - FEB 2019

- Special focus on cultural management and marketing, cultural tourism, creative and innovative Hubs, HR cultural education, aesthetic and museum education, protection of cultural heritage, cultural technology, etc.

BA, UNIVERSITY OF PIRAEUS

BUSINESS ADMINISTRATION

(MANAGEMENT) – 2010 - 2015

- Special focus on marketing and communication, digital marketing, HR management and education, etc.

LANGUAGES

- Greek
Native Speaker
- Romanian
Native Speaker
- English
Full professional proficiency
- French
Advanced Level (DELF B2)
- Chinese Mandarin
*Intermediate Level
(lessons at Confucius Business Institute)*

TECHNICAL SKILLS

- Copywriting
- Microsoft Office Suite, Google Drive
- GDN, META & Website analytics
- Social Media and Website management, Web Design
- Digital marketing & reporting
- Canva, CapCut, Figma
- E.R.P. Software ATLANTIS
- Data Collection and Archiving
- *MuseumPlus*

SEMINARS / TRAINING PROGRAMS / ADDITIONAL PROJECTS

- Museum Studies – Museology
SEPTEMBER 2020 – MARCH 2021
*440 hours training program
implemented by Culture Webinars*
- Attendance in numerous Educational Projects at Herakleidon Museum
*Educated by Museum's scientific coordinator,
Mr. Aris Mauromatis*
- Volunteer work as a Host in ImpactHub Athens, 2017
*Attraction and networking of entrepreneurs
and freelancers, coordination of meetings
and curation of space*

References available.