

Nektaria Kleopoulos
5512 Broken Sound Blvd NW, FL 33487
786-393-2095; nek.kleo@icloud.com

Education

Bachelor's Degree in Communication & Multimedia Studies

Minor: Hospitality & Tourism Management

Florida Atlantic University Boca Raton, FL
Summa Cum Laude

Experience

Elite Strategies Delray Beach, FL August 2021 - Present

Social Media Manager

- Responsible for all agency social media clients - image, graphics, content & scheduling
- Optimizing of accounts, followers, and client relations
- Liaison with sales team management of all Google My Business products, updates, and scheduling
- Reporting on social media for reports, LinkedIn ads, Facebook ads, and Instagram ads
- Tracking of all results, metrics, and status
- Responsible for interaction on accounts, follow ups, and inquiries
- Communication with the sales team on branding, approval of accounts, and quality

Freeland Social Media Manager Boca Raton, FL January 2018 - 2021

4+ years of expertise managing social media accounts, on Facebook, Twitter, Instagram, LinkedIn, and GMB

- Increased revenue gains & brand awareness through use of social media
- Created, posted and managed updates and responses for all online content for the brands social media accounts
- Tracked and maintained ROI numbers, and created reports for presentation
- Photoshop skills used to produce unique banners and other graphics for use in campaigns, which resulted in a 15% increase in interaction
- Over 1,000 pictures sourced, and over 800 captions written. 300+ original designs created using Photoshop and Illustrator

Smashed Media Boca Raton, FL June 2020 - May 2021

Internship

- Built partnerships with clients by listening, understanding and achieving goals
- Helped clients achieve success and realize market potential through a creative strategic approach
- Delivered core brand messages to the targeted demographic
- Operated brands and businesses of all sizes to help realize their true market potential

Red Bull Ft. Lauderdale, FL May 2019 – May 2021
Student Marketeer Wing

- Directed and coordinated marketing activities and policies to promote products and services
- Initiated market research studies and analyzed findings
- Coordinated and participated in promotional activities and trade shows
- Traveled to various college campuses to meet with customers and deliver clear company messages

Nektaria Photos

Boca Raton, FL

September 2016 - Present

Freelance Photographer

- Certified freelance photographer: skilled in portrait photography, landscapes, and weddings
- Shot and edited weddings, graduation and baptisms with commendations from clients and multiple referrals
- Accepted as Photography Chair in Alpha Xi Delta Sorority and Strike Magazine

Memberships

- National Hellenic Society 2019 – Present
- Lambda Pi Eta- Honor Society of the National Communication Association 2020 – 2021
- Strike Magazine: Production and Styling Team 2020 – 2021
- Photography Chair, Alpha Xi Delta, *Florida Atlantic University* 2018 – 2021
- National Honors Society 2017 – 2021
- Boca Raton Museum of Art, Student Volunteer 2017 – 2020

Skills

- High level of accuracy and attention to detail
- Expertise of social media and mobile applications
- Comprehension of graphic arts
- Computer savvy with Microsoft Excel and Adobe Photoshop
- Proficiency in data reporting and processing analytics
- Conscious of priorities and deadlines
- Ability to proactively organize daily tasks
- Media relations experience