



ANDREW PAPADOPOULLOS

📍 London

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SUMMARY

Creative and data-driven social media manager with over 5 years of experience in managing online communities, crafting engaging content, and driving brand growth. Eager to bring my expertise in analytics and a passion for social media trends to enhance digital presence and increase audience engagement.

EXPERIENCE

SOCIAL MEDIA MANAGER, 10/2024 - Current

adam&eveStudios

- Managed social media strategies for high-profile clients, including PlayStation, Esso, Inspired Villages and Eurostar.
- Oversaw content creation, scheduling, and performance analysis across multiple platforms.
- Created and maintained a comprehensive marketing calendar to plan and align content with key brand initiatives, product launches, and seasonal trends.
- Collaborated with creative teams to deliver impactful storytelling aligned with brand identities.
- Monitored trends and analytics to optimise strategy and maximise ROI.

SOCIAL MEDIA CONTENT GENERATOR AND MODERATOR, 06/2024 - 09/2024

Kixy LTD

- Collaborated with the marketing team to align the content with brand messaging and marketing strategies.
- Stay updated on industry trends and incorporate them into content planning.
- Monitored social media channels for comments, messages, and mentions, ensuring timely responses and addressing inquiries.
- Collaborated with the Influencer Marketing team to identify potential influencers aligned with the brand.
- Assisted in the coordination of influencer partnerships, including outreach negotiation, and content collaboration.
- Encouraged user-generated content and build relationships with followers.
- Developed and execute social media campaigns to enhance brand visibility.

SOCIAL MEDIA DIRECTOR, 10/2023 - 04/2024***Sprout Marketing Agency***

- Managed social media accounts by composing content, engaging with followers in comments, monitoring activities, and researching trends.
- Developed, executed, and delivered social media content & marketing strategies to clients.
- Planned and maintained a content calendar to ensure a consistent and timely presence on social media platforms.
- Created captivating stories, reels and visual content that effectively communicates the values on social media platforms (Instagram, X, LinkedIn, Facebook)
- Responsible for all posting and engagement daily for client's social media pages.
- Report analysis for clients (weekly and monthly).
- Analysing social media performance metrics and implementing strategies to grow social media platforms for new reach.
- Leveraged network to secure new clients and partnership opportunities.
- End point for client communications and management.
- Assisted with on-boarding new clients and side tasks.
- Networking and attending several events to build brand reputation.

HEAD OF SOCIAL MEDIA, 01/2021 - 04/2024***SneakerPlug.Legacy LTD***

- Managing the companies online presence across different platforms including Instagram, TikTok and Facebook.
- Engaging with followers to strengthen community relationships.
- Established measurable goals and key performance indicators to drive productivity.
- Managed cutting edge digital marketing, social media and SEO strategies.
- Followed up with customer inquiries promptly and maximized internet lead opportunities.
- Demonstrated exceptional customer service skills and translated complex conversations into simple solutions and sales.
- Generated monthly analysis of divisional website traffic, hits and sources and used data to increase sales.
- Created and implemented traditional marketing campaigns, driving an increase in sales.
- Developed and deepened professional relationships with vendors, negotiated contracts and monitored performance.

SOCIAL MEDIA MANAGER, 08/2023 - 11/2023***SocialLiaise Agency***

- Developed and executed social media strategies to promote marketing initiatives.
- Networking and attending several events to build brand reputation.
- Planned and maintained a content calendar to ensure a consistent

and timely presence on social media platforms.

- Created captivating stories, reels and visual content that effectively communicates the values on Instagram and LinkedIn.
- Analysing social media performance metrics and implementing strategies to grow social media platforms for new reach.
- Engaged with followers through comments and direct messages.

SOCIAL MEDIA MANAGER/BRAND EXECUTIVE, 06/2019 - 11/2022

Claudio Lugli

- Wrote engaging, entertaining and informative media scripts for different uses.
- Maximised media coverage through tactical planning and communications.
- Organised marketing plans and programmes to best support business growth and development.
- Evaluated campaign performance to optimise return on investment.
- Travelling with high profile clients and attending network social events.
- Keeping up to date with the latest social media trends and emerging new technologies.
- Devised creative strategies for highlighting goods and promoting specific attributes.
- Conducted market research to understand customer base and enhance products.

SKILLS

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| • Social Media Strategy & Campaign Management | • Copywriting & Storytelling |
| • Content Creation & Scheduling | • Graphic design & video editing (Adobe Suite, Canva, CapCut) |
| • Marketing Calendar Planning | • Time management & multitasking |
| • Community Management & Engagement | • Creativity & innovation |

EDUCATION

Middlesex University, London, ENG, 2014

Foundation Degree in Science: Computing (Web Development)

Modules include Foundations of computer science, programming and web applications.

Barnet College, London, ENG, 2011

Computer Science

Modules include Web design & Cyber Security

Albany School, London, ENG, 2009

GCSEs

5 A* - C