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📍 London, UK



SUMMARY

Social Creative with 5+ years experience in building successful campaigns for global brands. Proven track record of leveraging analytics to improve online performance and engage customers. Skilled at creating strategies that connects and converts through thumb stopping social content and audience first creative thinking.

ACCOMPLISHMENTS

- **Grew and maintained-performing social channels**, contributing to **130K+ followers on TikTok and 280K+ followers on Instagram**, while maintaining strong engagement rates with a Gen Z audience.
- **Grew brand accounts by 25%+** in followers and engagement within 6 months through strategic content planning and creative storytelling.
- **Produced a viral social campaign** that generated over **10k+ engagements** and significantly boosted brand visibility across platforms.
- **Led and inspired** a team of 5 creative strategists to deliver bold, platform native content that consistently cut through the noise.

SKILLS

- Creative Concept Development
- Social Storytelling
- Content Production & Art Direction
- Trendspotting & Cultural Awareness
- Community Engagement & Growth

EXPERIENCE

12/2025 - Current

Social Media Manager

UNiDAYS

- Led the UK social media strategy across TikTok and Instagram, managing my team and overseeing content planning, creative direction, and performance optimisation for a Gen Z student audience.
- Managed external creative agencies and creator partnerships, coordinating production across multiple platforms and ensuring content aligned with brand guidelines, cultural trends, and platform best practises.
- Introduced new content formats and engagement initiatives (giveaways, and trend-led content) to refresh the feed and increase student interaction across social channels.
- Collaborated cross-functionally with CRM, paid media, partnernships, and campaign teams to integrate social into wider marketing activitiy, supporting traffic, brand awareness, and student acquisition goals.

10/2024 - 10/2025

Social Creative

adam&eveStudios/Omnicom Productions

- Managed Social media strategies for high profile clients, including Playstation, Amazon, Cisco, Visa and Esso.
- Oversaw content creation, scheduling, and performance analysis across multiple platforms.
- Created and maintained a comprehensive marketing calendar to plan and align 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.

06/2024 - 09/2024

Social Media Content Generator and Moderator

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 enquiries.
- Collaborated with the influencer marketing team to identify potential content creators aligned with the brand.

10/2023 - 04/2024

Social Media Director

- Graphic design & video editing (Adobe Suite, Canva, CapCut)
- Time management & multitasking

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.

01/2021 - 04/2024

Head of Social Media

SneakerPlug.Legacy LTD

- Managed the companies online presence across different platforms.
- Engaged with followers to strengthen community relationships.
- Established measurable goals and KPI's to drive productivity.
- Collaborated with influencers and UGC creators to launch campaign drops, giveaways, and trend led content that amplified brand reach and community buzz.
- Produced engaging visual and video content tailored for sneaker and streetwear audiences, driving consistent follower growth and viral engagement.

EDUCATION

2014

Middlesex University | London, ENG

Foundation Degree in Science: Computing (Web Development)

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

2011

Barnet College | London, ENG

Computer Science

Modules include Web design & Cyber Security

2009

Albany School | London, ENG

GCSEs

5 A*- C