

# DESIGNERMAGDALENE | CV



## WHO I AM.

Magdalene Andreadou  
Art & Creative Director

"Although I'm still searching of who I (really) am, here's a few words about me..."

abstract thinking | observant | love animals | love details | minimal | meticulous  
daydreamer | date of birth 05-09-86 | teamwork | loyal | imagination | inspiration

My Services:

**CREATIVE ADVERTISING | WEB DESIGN | GRAPHIC DESIGN**

**DIGITAL ILLUSTRATION | DRAWING | ONLINE PROMOTION**

**VIRAL ADVERTISING | MARKETING & STRATEGY PLAN**

My interests:

Drawing | Harp | Piano | Photography | Colour Psychology | Online Surfing

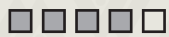
## EDUCATION.

- |             |  |
|-------------|--|
| 2004        | Graduate from Aristotle College<br>Thessaloniki, Greece  |
| 2004 - 2009 | Bachelor Degree of <b>Business Administration</b><br>TEI of Central <a href="http://www.linkedin.com/in/magdaleneMakedonia">www.linkedin.com/in/magdaleneMakedonia</a> , Kozani  |
| 2008 - 2011 | Bachelor Degree of <b>Advertising</b><br>UCLAN, Preston - AAS Applied Art Studies, Thessaloniki  |
| 2011 - 2013 | Master Degree of Online media - <b>VIRAL Advertising</b><br>UCLAN, Preston - AAS Applied Art Studies, Thessaloniki<br>↓<br>Semester 1 How can Viral Advertising be effective?<br>The secret combination beyond effective viral strategies<br>Semester 2 Human Motivator: The key in Viral Advertising<br>Analyzing and understanding people's position in the social media realm<br>Semester 3 Viral Beyond Viral - The creative strategies that makes Viral Advertising stands in the future. |

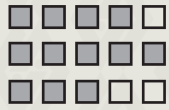
## SKILLS.



**LANGUAGE** English: FCE Lower Cambridge



**MICROSOFT OFFICE** Word, Powerpoint, Excel



**ADOBE Photoshop**  
**ADOBE Illustrator**  
**ADOBE In Design**



**DRAWING - ILLUSTRATION**



**WEBSITE CONTENT MANAGEMENT**



**SOCIAL MEDIA MANAGEMENT**

## WORK EXPERIENCE.

05/2005 - 07/2005

FIAT ANDREADIS S.A. - Spare Parts

**Secretarial Service**

05/2006 - 08/2006

FIAT ANDREADIS S.A. - Spare Parts

**Secretarial Service**

Marketing

10/2008 - 03/2009

PAPATHANASIOU - Spare Parts

**Secretarial Service**

Marketing

Practice

09/2011 - 06/2012

YACMC - Creative Marketing Communications

**Practice**

Graphic Design

02/2013 - 09/2015

SEVENLINE - Web Design & Advertising Company

**Creative Director**

Graphic design

Web Design

08/2013 - 2016

VIRALAND.gr - Alternative Newsfeed Website

Founder, Designer and Manager

02/2016 - 09/2016

ORANGE ADVERTISING

**Social Media Manager**

Graphic Design

Web Design

10/2016 - 10/2017

NEXTLINE ADVERTISING

**Social Media Manager**

Graphic Design

Web Design

## SEMINARS - WORKSHOPS.

- 10/2007: "16th Conference in Business Administration & Marketing"  
Seminar, EKΔΕ – Greek Centre for Company Management
- 04/2008: "29th Conference in Public Relation & Communication"  
Seminar, EKΔΕ – Greek Centre for Company Management
- 10/2011-12/2011 Course of lessons on writing and journalism  
Workshop of painting and creative expression Kristiboni
- 18-22/06/2012 Attended seminar "Draw me Democracy" funded  
by UNDEF (United Nations Democracy Fund)
- 31/10/2012 "Investment Portfolio Management & Tools : Greece Vs Global Markets"  
3o Seminar Group Youth Entrepreneurship NE
- 26/06/2013 Attended seminar of AAS College on Design Futures  
with honour guest - speaker professor Tony Fry  
I was invited to present the following subject:  
" Viral Advertising revolution - VIRAL IS VITAL FOR THE FUTURE"
- 05/04/2014 Toolkit Startup Lectures 2014  
Lecture 1: "Information design in relation with the quality of life"  
Lecture 2: "The battle of communication through type"  
Lecture 3: "Sunthesis as the means of success for the Designer"
- 02/2016-03/2016 "Web Promotion & Advertising - Internet Marketing"  
SEO, Google AdWords, Social Media Marketing, e-mail Marketing  
32 hours, Dia Biou Mathisis Center



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