

## CONTACT

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## EDUCATION

### BA HONS Journalism, First Class Honour's

2019- 2022 City, University of London/Student Ambassador

### Portsmouth College

2016-2018

A-LEVELS: Media & Film Studies

BTEC-LEVEL 3: Creative Media

Principal's Award Winner 2017/18

## PROFILE

A successful journalist that has experience in financial journalism, broadcast, radio & magazine editorial. Well-acquainted with the knowledge of the UK media and social media landscape. Passionate in developing creative content and story developing narratives. Familiar with working under pressure, viral trends and breaking news response.

## SKILLS

- Editorial Manager
- Writer, Researcher, Copywriter
- Media Law & Ethics
- Social Media Manager, Content Creator, Website builder
- Google Analytics, CMS
- Shorthand 150WPM
- Computing: Windows packages, Microsoft Office Pro, Adobe Acrobat Premiere Pro, Adobe Audition, Photoshop, Lightroom, InDesign
- Languages: English, Greek, Albanian

## EXPERIENCE

### COPYWRITER/CONTENT SPECIALIST- XTB ONLINE INVESTING

APRIL 2023 -PRESENT

- Responsible for all XTB's owned content such as articles on the website, landing pages, social media, client email campaigns and press releases.
- Implement the company's business strategy across all content parts including digital and non-digital channels.
- Optimise our content performance, with an aim to reduce bounce rate, uplift landing page conversion, click rates, and assist with further affiliate content activities.

### DATA RETRIEVAL, REVIEW & MAINTENANCE - PARTNERS CAPITAL

SEPTEMBER 2022 - APRIL 2023

- Collated and verified key client data to ensure internal core data is valid and accurate using statistical techniques.
- Developed and implemented data analyses, data collection systems and other strategies that optimise statistical efficiency and quality.
- Located and defined new process improvement opportunities.

### FINTECH JOURNALIST- WPRO

MAY 2022 - DECEMBER 2022

- Composed excellent researched & written articles regarding a specific event or development in the financial industry.
- Deciphered key documents and data.
- Specialised in cryptocurrencies and the crypto market.
- Got in touch with companies for sponsored content and advertising purposes.
- Hit tight deadlines & targets.
- Kept up to date with developments in the financial world.

### SUB-EDITOR - DUNYĀ MAGAZINE

SEPTEMBER 2021 - JUNE 2022

- Produced a culture and lifestyle based magazine launched in April 2022.
- Co-created the designs and content of the magazine while sub-editing, proof-reading, second-reading and signing-off pages.

References available upon request