

# **Maria Fotiadou**

Sotiros, Thassos, Greece

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## **Professional Summary**

Experienced Linguist, Researcher and Evaluation Professional with a strong background in monitoring, evaluation, research, and learning. Skilled in designing and implementing surveys, analysing qualitative and quantitative data, and generating insights to inform policy and programme development. Expertise in discourse analysis, Corpus Linguistics stakeholder engagement, and data visualisation, ensuring effective communication of research findings to diverse audiences.

Proven ability to develop evidence-based recommendations for employment, social inclusion, and education initiatives, including large-scale evaluations of social programmes and stakeholder engagement strategies. Experienced in producing clear, concise reports and research communication products, supporting evidence-informed decision-making and strategic learning.

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## **Professional Experience**

### **Founder and Director – [www.LinguisticInsights.co.uk](http://www.LinguisticInsights.co.uk)**

*Linguistic Insights Limited, Sunderland, UK | May 2022 – Present*

- Lead monitoring, evaluation, research, and learning (MERL) projects, focusing on social innovation, education, and employability.
- Develop and implement M&E frameworks to assess programme impact, ensuring alignment with stakeholder objectives and strategic goals.
- Design and execute surveys, interviews, and focus groups, integrating qualitative and quantitative methodologies to generate robust insights.
- Analyse and interpret data to support evidence-based decision-making, programme learning, and policy development.
- Produce research reports and presentations, ensuring findings are accessible to diverse audiences, including non-technical stakeholders.
- Create data visualisations, dashboards, and research communication products to effectively present insights and trends.
- Apply innovative methodologies, including corpus-assisted discourse analysis, to evaluate stakeholder engagement, service effectiveness, and programme impact.
- Manage research projects, coordinating with multidisciplinary teams and external partners to foster collaboration and knowledge-sharing.
- Contribute to capacity building and learning strategies, supporting organisations in developing research-informed approaches to programme improvement.

### **ESF+ Expert Evaluator**

*European Social Fund Agency, Vilnius, Lithuania | Nov 2024 – Feb 2025*

- Evaluated grant proposals from Spain, Italy, Lithuania, and other EU countries under the Social Innovation+ Initiative.

- Assessed applications based on impact, feasibility, and alignment with EU social innovation priorities.
- Produced detailed evaluations and contributed to evidence-based recommendations for funding decisions.
- Demonstrated in-depth knowledge of socio-political and economic contexts in Southern and Central Eastern Europe.

### **Research, Learning, and Evaluation Consultant (Wise Steps)**

*The Wise Group, Glasgow & Newcastle, UK / Sept 2019 – July 2023*

- Designed and delivered a comprehensive research and evaluation programme for the Wise Steps partnership.
- Conducted primary and secondary research using diverse data collection techniques, including surveys, interviews, and focus groups.
- Delivered high-quality evaluation reports to stakeholders, including the European Social Fund.
- Organised learning and dissemination events to share insights and promote best practices.
- Contributed to the development of a new employability programme in the North East of England.

### **Associate Lecturer**

*University of Sunderland, Sunderland, UK / Sept 2015 – June 2019*

- Designed and delivered lectures and seminars for linguistics modules.
- Provided academic support and mentorship to undergraduate students.

### **Bid Manager**

*T.E.K. Thessalonikis S.A, Thessaloniki, Greece / Apr 2009 – May 2011*

- Monitored government tenders and prepared comprehensive bid documentation.
- Produced annual reports for submission to the Greek Ministry of Infrastructure.

### **Civil Engineer**

*DOTER S.A, Thessaloniki, Greece / Apr 2007 – Mar 2009*

- Oversaw on-site construction activities for road infrastructure projects.
- Prepared bills of quantities and managed procurement processes.

## **EDUCATION**

### **Ph.D. Linguistics**

Oct 2014 to Apr 2018

Department of Culture, University of Sunderland, UK.

**Thesis Title:** The Discourse of Careers Services: A Corpus-based Critical Discourse Analysis of UK University Websites.

### **BA (Hons) English Language and Literature**

Sept 2011 to Jun 2014

University of Sunderland, UK.

**Dissertation Project:** The Marketization of Higher Education and the Language of the New Capitalism: A Diachronic Study of University Prospectuses with a Focus on 'Employability'. (Published at Codex – The UoS Undergraduate Research Journal).

**MSc Constructions Management (Part-time)**

Oct 2007 to Sept 2014

Hellenic Open University, Greece.

Dissertation Project: Health and Safety Legislation in the United Kingdom and Greece: Similarities and Differences.

**BSc Civil Infrastructure Engineering**

Feb 2000 to Feb 2006

Technological Educational Institution of Thessaloniki, Greece.

Dissertation Project: Materials of Advanced Technology for Construction, Maintenance and Reinforcement of Infrastructure Projects.

**AWARDS**

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**Ipsos** Early Career Evaluator Prize awarded by the UK Evaluation Society Oct 2023

**PhD** – Three year, fully-funded scholarship awarded by the University of Sunderland.

Oct 2015

**SELECTED PUBLICATIONS**

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Fotiadou, M. (2025) *Corpus Linguistics and Programme Evaluation: The Case of Wise Steps in the North East of England*. Palgrave Macmillan.

Fotiadou, M. (2023) *Analysing qualitative feedback using Corpus Linguistics tools. The case of Wise Steps in the North East of England*. Evaluation Practice. The UK Evaluation Society.

Fotiadou, M. (2022) *The Language of Employability*. Palgrave MacMillan.

Fotiadou, M. (2021) 'We are here to help you. Understanding the role of careers and employability services in UK universities'. *Text & Talk*. 41 (3), pp. 287-307.

Fotiadou, M. (2020) 'Denaturalising the discourse of competition in the *graduate job market* and the notion of *employability*. A corpus-based study of UK university websites'. *Critical Discourse Studies*. 17 (3), pp. 260-291.

**SELECTED CONFERENCE PRESENTATIONS**

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Fotiadou, M. (2025) 'Data in Context: Transforming Qualitative Data with Corpus-Assisted Discourse Analysis'. Presented at: *UK Evaluation Society Annual Conference*. 19 – 21 May 2025, Glasgow, UK.

Fotiadou, M. (2023) 'Analysing qualitative feedback using Corpus Linguistics tools: The case of Wise Steps in the North East of England'. To present at: *UK Evaluation Society Annual Conference*. 2 - 4 October 2023, London, UK.

Fotiadou, M. (2017) 'Competitive job markets' and 'employable graduates'. A corpus-based critical discourse analysis of UK universities' Careers and Employability web pages'. Presented at: *The 9th International Corpus Linguistics Conference*. 24 - 28 July 2017, Birmingham, UK.

Fotiadou, M. (2016) 'Preparing Higher Education students for the 'world of work'. Careers advisers' expert roles in UK Universities: A critical corpus-based discourse analysis'. Presented at: *Critical Approaches to Discourse Analysis Across Disciplines*. 5 September 2016, Catania, Italy.

## **Skills**

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- Monitoring, Evaluation, Research, and Learning (MERL): Experienced in designing and implementing M&E frameworks to assess programme impact, track progress, and support evidence-informed decision-making.
- Survey Design and Implementation: Proficient in developing and managing surveys using tools such as SurveyMonkey and Google Forms, ensuring high-quality data collection and analysis.
- Qualitative and Quantitative Data Analysis: Expertise in discourse analysis, corpus linguistics, and mix-methods research, extracting trends and actionable insights to inform programme development and policy decisions.
- Data Visualisation & Communication: Skilled in creating charts, graphs, dashboards, and research briefs to present findings clearly to diverse audiences, ensuring accessibility and engagement.
- Reporting & Knowledge Dissemination: Adept at producing concise, stakeholder-focused reports, policy briefs, and presentations, translating research insights into practical recommendations.
- Project Coordination & Stakeholder Engagement: Strong ability to collaborate with multidisciplinary teams, research partners, and policymakers, facilitating shared learning and cross-sector collaboration.
- Technical Proficiency: Advanced user of MS Office, Nvivo, Corpus Linguistics software, and qualitative analysis software, supporting efficient data processing and presentation.
- Capacity Building & Learning: Experienced in developing mutual learning strategies, training materials, and dissemination tools, fostering knowledge-sharing within teams and networks.

## **PROFESSIONAL MEMBERSHIPS**

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Member of the UK Evaluation Society

Member of the International Evaluation Community

Member of the British Association for Applied Linguistics

Associate Fellow of the UK Higher Education Academy (AFHEA)

Auditor - Lead Auditor, TÜV Austria Hellas Ltd.

## **LANGUAGES**

English: Proficient.

Greek: Native speaker.

Spanish: Basic - Completed a one-year course in MFL (University of Sunderland).