

ΕΙΣΗΓΗΤΕΣ:



Iliana Niaskou: Graduate of the Department of French Language and Literature, Faculty of Philosophy of the NATIONAL KAPODISTRIAN UNIVERSITY, with 15 years of teaching experience. Experienced Executive Assistant with more than 10 years of wide-ranging experience in Operations Coordination, Policy & Communication, Office Management, Personal Assistance at the Hellenic Ministries of Culture & Sports, Development, Economy & Finance in Greece. Skilled in Hospitality Management, Hotel Management, Hospitality Industry, Digital Marketing, Reputation Management, Social Media Marketing, and Public Relations with a Master's degree (MSc) in Hospitality and Tourism Management from UNIVERSITE LUMIERE LYON II, (France) and HELLENIC OPEN UNIVERSITY (Greece). Member of International Federation for IT and Travel & Tourism (IFITT). She currently works as a Coordinator of the Department of Hospitality and Tourism Management and the programs of the University of Toulouse Capitole 1 of the NEW YORK COLLEGE.



Giannis Arbis has a background in political communication. He has participated in campaigns of elected MPs and has worked for the office of state officials. He soon came to appreciate the value of digital communications, as well as the metrics that the online environment can provide with relation to campaigns and organic content. He switched from politics to marketing, for a startup in the tourism industry, managing campaigns mainly in digital media, and overseeing performance projects. As time progressed, his expertise and need to continue to evolve brought him to Socialab and then to the founding of Monogram, where he works to this day. His projects span across the globe, since his clients target audiences both in Greece and abroad, so one can say that he really has an international career.



Dimitris Pizanias is a Mathematician with a passion for digital campaigns. He loves monitoring digital analytics and he is always seeking the highest performance in the campaigns he oversees. The last five years, he has monitoring the campaigns of two financial organizations, Eurobank & Anytime Online, handling a multi-million budget per year. A regular day at work includes setting up PPC campaigns, creating reports with forecasts, optimization, and ROI. On a more long-term basis, Dimitris is also in charge of creating advanced SEO campaigns. Providing overall revenue performance reports for multiple channels including PPC, Organic and Direct traffic, email, and social media also comes with the job. A vital part of his job is to take action and make recommendations to increase traffic, conversions and ultimately revenue. For 2019 Eurobank was awarded as Performance Brand of the year at Peak Awards powered by Google.



Marianna Stathopoulou: Senior Media Manager, Monogram. Marianna has always demonstrated a strong passion for Advertising and Technology, so she decided to combine both, by studying at the Department of Management Science and Technology of AUEB. This was the first time she got involved in the world of Digital Marketing. Since her early days as a Media Intern, she knew that Digital Marketing would be the ideal career path for her. She is currently working as a Senior Media Manager at Monogram, having managed demanding projects with international impact throughout her career, for clients such as Anytime Online, Costa Navarino, ZeniΘ, Bank of Cyprus, P&G etc. As a professional who is always striving for the best, Marianna has extensive experience in training a noticeable amount of new executives, providing them with the optimal support to help them evolve in their chosen career.



Dimitra Gourdoupi has graduated from the Athens University of Economics and Business. Currently, she works as an Account Director at Publicis Groupe. She has worked as an Account Director for the advertising agency Socialab and over the last 8 years, she has dealt with multi-disciplinary teams & stakeholders, in complex environments for large-scale projects. Creative and organizational, with a background that includes exposure to Digital, BTL & ATL campaigns, she thrives in today's cross-department workloads committed to excel in everything she gets her hands on. She has handled international and local accounts, such as Tasty PepsiCo (Cheetos, Ruffles, Lay's), Ferrero (Nutella), Beiersdorf (Nivea, Liposan), Sarantis SA (Bio-Oil), Mantis Fortis (Energizer), Dufry (Hellenic Duty Free Shops), Optima SA (Epiros), Nestlé (Nescafé Azera, Infant Nutrition), LG, FCA Group (Fiat, Jeep). She will be teaching Social Media at the New York College for the academic year 2019-2020.



Elpidoforos Papanikolopoulos Head of Performance Marketing and Digital Analytics at Eurobank has graduated from Technological Education Institute of Piraeus. He is a passionate, creative and results-driven digital marketing professional with over 10 years of tech marketing experience across digital marketing, communications, brand marketing, political marketing and content. Elpidoforos Papanikolopoulos helping businesses make their marketing & sales more human with data-driven decisions and personalization. For 2019 Eurobank was awarded as Performance Brand of the year at Peak Awards powered by Google. Also, he holds the first Global Case study with Google in Banking sector for optimum application in AB Testing.



Danae Skafida: Account Manager in Reputation Unique has graduated from the Athens University of Economics and Business. She is currently the Account Manager at Reputation Unique experienced in the field of communications and public relations and has worked as a PR Manager for the advertising agency Socialab as well as Ikon Porter Novelli member of the BBDO Group Greece. She has handled a wide clientele such as AstraZeneca, Sobi, OPAP, RedBull, Wella, Sarantis Group, Colgate-Palmolive, Embassy of the Kingdom of the Netherlands etc. offering services that covered communication strategy, public relations, project management, media relations and event planning. She has also a background in political communication and has been a Digital PR lecturer for the "Professional Diploma in Digital Marketing" course at ALBA Graduate Business School. She will be teaching Digital PR at the New York College for the academic year 2019-2020.



Zouvia Kalliopi: Lawyer, Senior Investigator with the Greek Ombudsman. Kalliopi Zouvia is a graduate of the University of Athens Law School and holds an LL.M. in Administrative Law from the University of Heidelberg and a Master's Degree in European Public Law from Panteion University, General Department of Law, where she drafted her thesis on Data Protection and Access to Information in the European Union. She is a certified adult educator and rapporteur at the National Centre for Public Administration. She has extended training experience and has participated as a trainer in DPO training programmes.