

# Sofia Chalkidi

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## About me

Being a digital expert with a passion for web based projects. I prefer switching easily between conceptual and analytical thinking. Aiming to find a position where I can expand my experience as a project and product manager, working with a team of like-minded individuals to reach set targets. Always committed to deliver on time and within budget.

## Work Experience

- 09/2016 – 03/2018 **Web Project Manager, IamExpat.nl (website for expats), Amsterdam, NL**  
Re-launch the website in 7 months with an outsourcing web development team. My achievement was collecting all the stakeholder's input and translating that into a successful plan of action and keeping track of milestones within the project.
- 03/2015 – 09/2015 **Digital Account Manager, Socialab (digital agency), Athens, GR**  
Execute clients' day-to-day activities in order to develop, manage and maintain their digital presence. Part of my tasks was the CMS management for Holmes Place Greece for which we manage to increase the website views by changing the content strategy.  
Created more online presence and audience reach for big accounts, like Milner cheese.
- 11/2013 – 11/2014 **Product Manager, Webergon (UX analytics - startup), Athens, GR**  
It was a startup project of which I was a co-founder. As a product manager, I was focusing on the creation of a web app that would provide automated UX reports for websites. I managed the app from concept to design of the landing page as well as the mockups. We won the 6th place in the National Youth Entrepreneurship and Innovation Competition "Ideatree".
- 01/2012 – 10/2014 **Web Project Manager, 4x Investment Group (Forex company), Athens, GR**  
Led the choice for Joomla redesign and achieved re-launch of the website within 4 weeks.
- 11/2011 – 11/2013 **Web Content Manager, Business Forecaster (Forex blog), Athens, GR**  
Achieved coherent social content strategy for both Twitter as well as the blog. Increased traffic by 23% and achieved strategy acceptance with co-workers. I manage to employ new content strategies, which I tested, roll-out and disseminated to the rest of my co-workers.

## Freelance Projects

Since 2012 and in between studies and employment I am trying to find interesting projects to participate as a freelancer. With my business network, I was able to pitch and complete in a timely fashion no less than 20 mentionable projects and assisted on my others. These projects range from small corporate websites to large scale digital strategies.

Back to the Future | NGO (NL, 2018)

Kiro by Kim | E-shop (NL, 2018)

Wendy Buiter | Contemporary artist (NL, 2018)

Nadine van Dijk | Interior Design (NL, 2018)

Ronald Besemer | Photography (NL, 2017)

Visto | Video stories by ZoominTV (NL, 2017)

## Areas of Expertise

Project Management | WordPress | Drupal7 | Social Media Strategy | Digital Marketing | Web Development | Copywriting | Content Strategy | UX Improvement | Online Marketing | Account Management | Digital Strategy |

## Education

MA in Media Innovation, Master of Arts, NHTV University of Applied Sciences/ NHTV Breda (2016-2017)

BA in Biomedical Laboratory Science, Faculty of Health Professions, University of Athens (2003-2007)

## Additional Info

Languages: Greek [native tongue], English proficient user [very good command], Dutch [beginners]

Interests: traveling, social networking, volunteering, cooking, photography, sailing, handcrafts