

# RESUME



## Marketing & Communications | PhD

**Mariza (Maria) Attia**

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### SKILLS

#### Workplace skills:

Dedication,  
Industriousness,  
Research,  
Communication,  
Leadership,  
Cooperation,  
Interpersonal,  
Adaptability.

#### Technical skills:

Writing, Data Analysis,  
Analytical and Critical  
Thinking, Detail  
Oriented, Search Engine  
Optimization (SEO) and  
Search Engine  
Marketing (SEM),  
Customer Relationship  
Management (CRM),  
Content Management  
(CMS), Design (Adobe  
Photoshop), Social  
Media Management  
networking (social  
media/ digital mkt  
strategy), Data  
collection and  
visualization.

### SUMMARY

With extensive professional experience in the execution of Marketing and Communication projects, in various sectors of commerce and services and with broad academic knowledge in Economics, Social Sciences and Humanities, I aspire to support, working creatively and responsibly in the best possible way, businesses and organizations. A guarantee for the effectiveness of my professional status and personal contribution are the setting and achievement of high goals, both in my professional and academic career, with excellent results.

### EDUCATION

2017-2023

#### **National and Kapodistrian University of Athens (U.o.A.)**

**Ph.D** with Excellent mark.

**School of Philosophy**, Department of Theatre Studies.

[State Scholarships Foundation. Co-financed by Greece and the European Union (European Social Fund-ESF)]. Topic of research:

*"The corporate form in the troupes of the Greek stage: The history and the action of O.E.TH.-SEI"*.

2015-2017

#### **National and Kapodistrian University of Athens (U.o.A.)**

**Master's degree** with Excellent mark. Topic: *"From the text to the scene. Greek theater in dialogue with the world theater"*.

**School of Philosophy**, Department of Theatre Studies.

(Remunerative scholarship by University of Athens).

2012-2013

#### **Chartered Institute of Marketing (C.I.M.)–Hellenic Management Association (E.E.D.E.)**

**Diploma:** Digital Marketing/ Digital Marketing Essentials.

2012-2013

#### **Higher School of Dramatic Art "First Act"**

**Bachelor's degree** with Excellent mark.

Theatre Arts recognized from the Greek Ministry of Culture & Sports.

2001-2005

#### **Athens University of Economics and Business (A.U.E.B)**

**Bachelor's degree: Marketing & Communication.**

**School of Business Administration**

Department of Marketing & Communication.

## CERTIFICATIONS

2012

■ **Hellenic Management Association (E.E.D.E.)** certified Business Management, Logistics and New Technologies.

2010

■ **MBA International of Athens University of Economics & Business (A.U.E.B.)** certified “Making Sense of Embedding CSR (Corporate Social Responsibility)”.

## COMPUTER KNOWLEDGE

**Fluency:** Word, Excel, Power Point, Access, Outlook, SPSS, Photoshop, Corel VideoStudio, Internet, social media, e-mail ECRM (Newsletter programs, Event driven campaigns, Dynamic Message Assembly), Atlantis ERP, SAP CRM, WordPress, Google AdWords, Google Analytics.

## LANGUAGES

**English:** Excellent (Proficiency) / **French:** Good / **Greek:** Native

## WORK EXPERIENCE

05/2022-11/2023

**State Scholarships Foundation/ IKY- Greece**  
**PHD Fellow**

03/2017-05/2022

**Ministry of Health/ GNA G. Gennimatas.**  
**Marketing & Communications Administrative Officer**  
**“Little Hero Covid-19 Officer**

Administrative-Financial Officer (Grade A) of Indefinite Time until my Resignation.

**13/3/2017 – 16/7/2017 Department of Human Resource Management**

- Management of confirmation of authenticity of degrees OAED beneficiaries.
- Internship management of IEK/DIEK students.
- Management of OAED/ESPA practical apprenticeships (apprenticeships, EPAL, EPAS).
- Serving employees to manage the performance of family allowances.
- Filing documents in employee files.
- More general support of the Department (on-call registration, etc.).

**17/7/2017 – 17/10/2017 Procurement Department (Materials Office Manager/Team of 5 People)**

- Management of acceptance of donations-grants.
- Management of applications for the provision of orthopedic materials.
- Management of clearance and removal of waste materials.
- Appointment of Monthly Evaluation Committees
- Support of market research (posts on transparency, evaluation committee definition documents, etc.).
- Drafting of various other documents.

**18/10/2017 – 31/12/2017 Procurement Department (Materials Office)**

- Management of material grant requests (all clinics).
- Management of clearance and removal of waste materials.
- Appointment of Monthly Evaluation Committees.
- Management of applications for the allocation of nominal operating room materials.
- Management of procedures for immediate ordering of materials for surgeries (communication with suppliers, clinics, Administration).

- Serving needy patients.
- Processing requests for the provision of materials for needy patients.

#### **1/1/2018 – 9/12/2018 Department of Outpatient Clinics**

- Announcements of electronic referral exams in EOPYY.
- Electronic protocol monitoring and management of the corresponding requests according to the recipients, for proper processing.
- Monitoring and processing written and electronic (e-mails) citizen requests.
- Transactions with the bank (ancillary) in the context of supporting the good operation of the fund.
- Communication (personal, telephone, electronic) with nationals and foreigners (refugees, immigrants, etc.) to serve and process their requests.
- Scheduling patient appointments with clinics.
- Contact with the Citizen's Office, Social Service Office, and Organizations (non-profit) to serve the requests of nationals and foreigners (refugees/immigrants).
- Collection of statistical data of Outpatient Clinics.
- Drafting of various letters/texts in the context of the proper functioning of the Secretariat and according to the needs of drafting them to third parties (sending claims to various insurance agencies, etc.).
- Hospital 24-hour service desk support: Scheduling, changes, and cancellations of morning and 24-hour doctors and x-ray appointments.

#### **10/12/2018 – 11/5/2021 Patient Movement Department (Hospital Office-Patient Accounting)**

- Personal and telephone patient service for imports and exports.
- Announcements of electronic departures and tickets in EOPYY.
- Electronic classification of materials.
- Filing of paper import/export of patients.
- Communication with insurance funds.
- Contacting relevant public agencies for updates on COVID-19 import statistics.

#### **12/5/2021 – 16/5/2022 Department of Outpatient Clinics**

- Secretarial support of the Head of Department.
- Monitoring and servicing written and electronic (e-mails) citizen requests.
- Daily communication with the Citizen's Office.
- Electronic protocol monitoring and management of the corresponding requests according to the recipients, for proper processing.
- In-person and telephone patient service for scheduling appointments.

05/2015-12/2016

#### **National and Kapodistrian University of Athens (U.o.A.)**

School of Philosophy/ Department of Theatre Studies

#### **Employee with remuneration scholarship.**

- Responsible for operating the Theater Studies Department library (afternoon shift).
- Personal and telephone service for students and teachers.
- Support for the processing of Department documents (e.g. communication with ELKE).
- Support of Department/ teachers.

03/2015-05/2015

### **Legrand Greece: Marketing & Digital Mkt Manager.**

- Developing Legrand's Trade development mkt strategy, through omni-channel lens, focusing on digital solutions.
- Developing the process for planning and executing Trade Marketing activities, introducing innovative practices regarding product promotion.
- Developing the process for brand campaigns & activations to external parties (i.e.: creative agencies, trade partners etc.).
- Executing trade promotional plans and developing Omni Channel Activities.
- Planning Legrand's Greece e-commerce strategy.
- Budgeting and reporting.
- Managing and implementing promotional programs.
- Managing the public image of the company (corporate identity).
- Market research and analysis.
- Planning and Implementing advertising actions.
- Creation of printed and electronic promotional material (press releases, newsletters, etc.).
- Creating and managing website/social media content and monitoring analytics.
- Planning and organizing events.
- Managing relationships and communicating with B2B customers to create plans of actions to promote sales of products and services to B2C end customers.

09/2007-09/2012

### **WestNet Distribution S.A. (Member of Olympia Group) Marketing & Communications Manager/ Start-Up Mkt Dept.**

Reported to the CEO of the company.

- Development of a Marketing/Communication/ Social Responsibility strategy.
- Company development, management, and execution of the annual strategic marketing plan (ATL & BTL).
- Branding of popular brands such as HP, Samsung, LG, Lenovo, Toshiba, Asus, Microsoft, etc.
- Development of e-commerce and online Marketing.
- Coordination and guidance of multi-member teams (salespeople, product managers).
- Customer service.
- Website/social media (campaigns)/e-mail content management and analytics tracking.
- Public image management (creating a corporate identity).
- Participation in the design, collection, processing, conclusion, and presentation of quantitative and qualitative research.
- Market research and analysis.
- Competitive analysis and positioning.
- Planning, budget and performance monitoring and reporting.
- Budget preparation and monitoring of income and expenses.
- Developing customer relationships with B2C and B2B sales.
- Coordinate and guide B2B clients to implement promotions targeting B2C clients.
- Project management involving multiple stakeholders.
- Create reports and presentations using technology tools.
- Experience in CRM management and database utilization.
- Preparation of sponsorship proposals by identifying points of convergence/synergy between the strategic priorities of each potential or existing sponsor.

- Monitoring trends in corporate sponsorships, especially in relation to non-profit organizations.
- Monitoring and participation in the development of all necessary information systems.
- Preparation and implementation of various advertising actions (B2B & B2C).
- Cooperation with advertising companies to create the appropriate promotional actions (print and electronic) at local, national, and international level.
- Content creation/copywriting (offline and online). Press releases, Ads, Banners, Newsletters.
- Daily contact & coordination with multiple teams of the company, as well as with the company's offices in Thessaloniki.
- Communication with media (media planning and buying).
- Preparation and supervision of the company's presence at industry exhibitions, workshops, and conferences.
- Planning and organization of events.
- Corporate communication management.
- Public relations management.
- Strategic alliances and partnerships: Management of mutual funds co-marketing resources. Collaboration with suppliers to raise marketing funds and create a plan of actions to promote.

05/2005-09/2007

**Plaisio Computers S.A.**  
**Marketing executive (B2C & B2B)**

- Participation in the creation and execution of the annual marketing plan (ATL & BTL).
- Communication with advertising companies for the execution of large advertising projects.
- Creation of messages in every means of promotion of the company (prints, internet, stores).
- Participation in the design, collection, processing, conclusion, and presentation of quantitative and qualitative research.
- Project management involving multiple stakeholders.
- Creation of concepts for special projects (special events, etc.).
- Weekly store visits/ Customer service.
- Monitoring trends in corporate sponsorships, especially in relation to non-profit organizations.
- Writing press releases.
- Developing customer relationships with B2C and B2B sales.
- Preparation and implementation of various advertising actions (B2B & B2C).
- Participation in B2B campaigns specifically targeting B2B customers.
- Participation in events (special events) in the company's stores, conferences, exhibitions, and corporate events.
- Exclusively responsible for content creation (copywriting) of the company's weekly magazine addressed to all employees.

05/2004-07/2004

**Gutenberg Publications**  
**Public Relations Manager**

- Participation in the creation and execution of the annual communications plan of actions.
- Planning and organization of events.
- Corporate communication management.
- Public relations management.
- Content creation/copywriting. Press releases, Newsletters.

## INTERNSHIP

12/2003-02/2004

### ANT1 Group

#### Department of Communication & Public Relations.

■ Monitoring media services and reporting ■ Group events organization (preparation of giveaways).

10/2002-10/2003

### Hellenic Post (ELTA)

#### Commercial Financial Services Department (Sales Department, Marketing Department).

■ First mystery customer for western union historic first transaction ■ Sales & Promotion of Olympic Games/ Athens 2004 ■ Registration and classification (through personal visits to the branch network) of the customers of the Hellenic Post Bank for promotional actions ■ Creating and executing new services ideas.

10/2001-09/2002

### Opinion Market Research Company

■ Participation in the design, collection, processing, conclusion, and presentation of quantitative and qualitative research (Carrefour etc.).

## PROJECT Management

My experience in multi-stakeholder project management is extensive, as I have managed from my positions of responsibility - throughout the years of my professional career - several projects (such as upgrading operating systems to improve business processes, producing new products and services, formulating a strategy for entering new geographic areas of interest, etc.).

■ Distinction: Qualifying to the 20 best proposals nationwide for the Vodafone "World of Difference" program. Organizational Manager of the "Adopt an ancient theater" Program of the association "DIAZOMA". Project: The organization and communication of the existing program "Adopt an ancient theater" (which would collect financial resources with the existence of "moneylenders" for every ancient Greek theater in Greece). The program's addressing strategy had three geographic axes: a) in Greece, b) in the local communities where the ancient theaters exist and participate in the specific program, c) abroad, with the aim of "adopting" as many ancient theaters as possible from citizens and businesses, and therefore to develop the study, excavation, conservation, restoration and functional inclusion of the ancient theaters in Greece.

## BUSINESS ADMINISTRATION MANAGEMENT SEMINARS

- Modern Organization of Business Administration, Logistics and New Technologies, Hellenic Management Association (E.E.D.E.), (2012-2013).
- The Art & Technique of Trading. Laboratory (Vouliagmeni Suites, Classical Hotels), (2012).
- Corporate Communication Conference (Jockey's Country Club), (2012).
- Revealing the Public Face of Strategy (Jockey's Country Club), (2012).
- Incorporating Corporate Social Responsibility (AUEB-MBA international), (2010).
- IT Green IT Conference (Dais Center), (2010).
- Finance, Management and Marketing in Sports (Panteion University), (2010).
- 2<sup>nd</sup> Forum for Creativity (Marketing EXPO), (2010).
- Consumer protection in the modern market. Ethology and Politics (Holiday Inn Hotel), (2010).

## SCIENTIFIC CONFERENCES

- "Youth Entrepreneurship", Peace and Friendship Stadium, (2012).
- "Business Incubators as a tool for Business Development", Peace and Friendship Stadium, (2012).
- "Career Options in the Greek Market. The concept of Marketing and Management ", Peace and Friendship Stadium, (2012).
- "IT Tools and WEB Technologies for the Modern Marketing Executive»,Q-Training, (2010).

## CULTURE SEMINARS (THEATRE)

- Thucydides Dramatic: "The Theater of War". Soiree with speeches, performance and discussion at the Faculty of Philosophy of the National and Kapodistrian University of Athens (UoA), (2017).
- Masterclass with Costas Gavras, (2013).
- Summer school of Ancient Drama-Martha Frinzilla "10 minutes of tragedy", (2013).
- Workshop "The Truth of the Mask" with Peter Meineck (Aquila Theater Company (New York University), (2012).
- Seminar "the Character "with Antonis Kafetzopoulos, (2012).
- Musical Theater with Themis Moumoulidis, (2011).
- Workshop "Forms of Expression", with Thomas Kindynis (2011).

## ANNOUNCEMENTS AT CONFERENCES

10/2022

12-15/10/2022

**ANNIVERSARY CONFERENCE FOR THE 100TH ANNIVERSARY of the Asia Minor Catastrophe. "The Constantinople and Asia Minor Theater until 1922. Continuities and intersections in Greece and the Diaspora until the 21<sup>st</sup> century".**

**Venue:** National and Kapodistrian University of Athens (UoA), Central Building (Panepistimiou 30) - Cultural Center of the Municipality of Athens (Akadimias 50).

**Organized by:** Department of Theatre Studies of the School of Philosophy, National and Kapodistrian University of Athens (UoA).

**Announcement/13-10-2022:** "The formation of the professional theater from the 19<sup>th</sup> century and the Hellenism of kath' imás Anatolís to the creation of the OETH-SEI in the 20<sup>th</sup> century".

09/2022

29/09/2022 - 02/10/2022

**SCIENTIFIC CONFERENCE of Young Researchers "Iakovos Kambanellis in the 21<sup>st</sup> Century".**

**Venue:** National and Kapodistrian University of Athens (UoA), Philosophical School Library Amphitheater-Stathmos Theater.

**Organized by:** Department of Theatre Studies, National and Kapodistrian University of Athens (UoA). Postgraduate Program "Greek & World Theatre. Drama, performance, education."

**Announcement/30-09-2022:** "The theatrical contribution of Iakovos Kambanellis to the cooperative theatrical troupes of O.E.TH.-S.E.I."

\*Also chairing the opening session on 9-29-2022 on the subject: Iakovos Kambanellis: Issues of textual, dramatological, comparative analysis of his work.

11/2021

10-12/11/2021

**ANNIVERSARY CONFERENCE FOR THE 30 YEARS OF THE DEPARTMENT OF THEATER STUDIES "Greek Revolution and Theater".**

**Venue:** School of Philosophy, National and Kapodistrian University of Athens (UoA). **Organized by:** Department of Theatre Studies of the School of Philosophy, National and Kapodistrian University of Athens (UoA).

**Announcement/12-11-2021:** The "revolutionary mood" of OETH-S.E.I.: The modern awakening of the Greek nation through the presence of Cooperative Theatrical Troupes.

09/2019

11-13/09/2019

**8<sup>th</sup> ANNUAL CONFERENCE OF THE EUROPEAN SOCIETY FOR THE RESEARCH OF THE PERIODIC PRESS (ESPRit) "Periodical Press and Visual Culture".**

**Venue:** National Library of Greece, Stavros Niarchos Foundation Cultural Center. **Organized by:** European Society for Journalistic Research (ESPRit), ETMIET, National Library of Greece, Stavros Niarchos Foundation Cultural Center, Association of Journalists of the Journal and Electronic Press, iapt.

**Announcement/11-09-2019:** Cooperative Theatrical Troupe through the Greek Press.

01/2019

17-19/01/2019

**SCIENTIFIC CONFERENCE "THE GREEK THEATER FORM FROM THE 19<sup>th</sup> TO THE 21<sup>st</sup> CENTURY".**

**Venue:** National and Kapodistrian University of Athens (UoA).

**Organized by:** Department of Theatre Studies, National and Kapodistrian University of Athens (UoA).

**Announcement/17-01-2019:** The publication of theatrical printed material (newspapers and magazines) of the Association of Greek Actors (S.E.I.) from the Post-War period until the end of the 20<sup>th</sup> century.

10/2018

05-06/10/2018

**9<sup>th</sup> INTERNATIONAL CONFERENCE ON CULTURAL AND CREATIVE ECONOMY AND DEVELOPMENT (9<sup>th</sup> ICCEDA 2018).**

**Venue:** Acropolis Museum, Amphitheater. **Organized by:** Arts Council of Greece.

**Announcement/05-10-2018:** The role of Marketing Science in the Economy of Culture: Culture as a product.

05/2016

28-29/05/2016

**1<sup>st</sup> Annual Symposium of Postgraduate Students in the Recruitment of Classical Antiquity: "Continuities and Discontinuities in the Recruitment of Classical Texts".**

**Venue:** University of Patras, School of Humanities and Social Sciences, Department of Philology.

**Organized by:** Jocasta Classical Reception Greece.

**Research project/Presentation, 28-05-2016:** Continuities and discontinuities in the reception of classical texts through the search for the author's soul: The theatrical play "Esther" by the poet G.Th. Vafopoulou.



**Study Days and Cultural Evenings "Intercultural Indisciplinarity in the Balkans: Artistic Métissage and Shifting ».**

**Venue:** Ștefan cel Mare University of Suceava (Romania).

**Organized by:** Ștefan cel Mare University of Suceava (Romania) & Laval University (Canada).

**Research project/Presentation, 03-06-2015:** "Legendary heroes - The myth of the Marbled King (Constantine XI Palaiologos) and the legend of Dracula (Vlad III)". Presented at the third session on the topic of interest: "Dramatic adaptation: international and intercultural aspects".

## PUBLICATIONS

- The role of Marketing Science in the Economy of Culture: Culture as a product. Publication in the International Journal of Humanities, Art and Social Studies (IJHAS). Issue May 2023, No.02, Vol.2.
- "The 'Soul' of G.Th. Vafopoulos through his plays". Publication in the Collective work Poetic Album: Celebration of Poetry 2022, Kefalos Publications, 2022 June, pp. 287.
- "The formation of the professional theater from the 19<sup>th</sup> century and the Hellenism of kath' imás Anatolís to the creation of the O.E.TH.-S.E.I. in the 20<sup>th</sup> century". In the Proceedings of the Anniversary Conference for the 100th Anniversary of the Asia Minor Catastrophe "The Constantinople and Asia Minor Theater until 1922. Continuities and intersections in Greece and the Diaspora until the 21st century", National and Kapodistrian University of Athens (UoA), Central Building (Panepistimiou 30) - Cultural Center of the Municipality of Athens (Akadimias 50), 2022, October 12-15, Athens. Under publication.
- "The theatrical contribution of Iakovos Kambanellis to the cooperative theatrical troupes of OETH-SEI". In the Proceedings of the Scientific Conference of Young Researchers "Iakovos Kambanellis in the 21st Century", National and Kapodistrian University of Athens (UoA), Philosophical School Library Amphitheater-Stathmos Theater, 2022, September 29-October 2, Athens. Under publication.
- "The 'revolutionary mood' of O.E.TH.-S.E.I.: The modern awakening of the Greek nation through the presence of cooperative theatrical troupes ". In the volume Proceedings of the Anniversary Conference for the 30 years of the Department of Theater Studies 1990-2020, on the theme "Greek Revolution and Theater", School of Philosophy, National and Kapodistrian University of Athens (UoA), 2021, November 10-12, Athens. Under publication.
- The publication of theatrical printed material (newspapers and magazines) of the Association of Greek Actors (S.E.I.) from the Post-War period until the end of the 20<sup>th</sup> century. In the Proceedings of the Scientific Conference "The Greek theatrical form from the 19<sup>th</sup> to the 21<sup>st</sup> century", National and Kapodistrian University of Athens (UoA), Amphitheater "Alkis Argyriadis", Central Building of the University of Athens, 17-19 January 2019, Athens, Under publication.

## **PARTICIPATION IN GROUP ACTIONS**

Member of the group in the context of communication of the Postgraduate Studies Program with artists of the theatrical scene and in collaboration with the National Theater of Greece. The action was organized with the general title "My life in the theater". Its purpose was an in-depth dialogue with the people of the theater on the Experimental Stage of the National Theater of Greece in the context of the Open Stage events, (2015).

## **VOLUNTEERING**

Supporting foreign students/ visitors of the Athens University of Economics and Business (A.U.E.B.) through the Erasmus Association (2002-2003).

## **DISTINCTIONS**

- Honorary Diploma from the Historical and Ethnological Society of Greece/ National Historical Museum for the participation in the literary competition "1 sentence + 821 words for 1821" (11-2019).
- Honorary distinction from the Historical Archive of Refugee Hellenism of the Municipality of Kalamaria (on the 70th anniversary of the Bloc of 13 August 1944 in Kalamaria) for the poem "My Little Beloved Moscow", (08-2014).
- Certificate of participation from the Group for UNESCO, Greek Arts and Sciences for participation in the competition for writing a theatrical play, (11-2011).

## **PERSONAL INTERESTS**

Research activity related to the creative/ cultural industry, Writing, Sports, Theatre, Arts.