

ELLENIA PANAYIOTOU

MEDIA AND COMMUNICATION GRADUATE

CONTACT

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PROFESSIONAL PROFILE

During my time at BCU, I have learnt about the media industry, specifically PR, Photography, Marketing, TV and Events. My placements allowed me to use the knowledge and skills I gained during my course in a professional working environment. My preferred areas of work upon graduation are PR and Marketing specifically Brand and/or Influencer Partnerships within the TV, fashion or music industries.

WORK EXPERIENCE

ASSISTANT - - VANESSA DANIELS - - BIRMINGHAM - - APRIL & AUGUST 2019

- - **LIFESTYLE AND FASHION YOUTUBER / BLOGGER** approx. 135k Instagram followers - -

- Assisted this micro influencer by taking photographs for her Instagram page, market research and development for her personal brand 'Nyla Rei' and management of her Depop account, including organising, photographing, listing pieces, packaging and posting to buyers.

EVENTS ASSISTANT - - MATCHESFASHION.COM - - LONDON - - JULY 2018

- - **LUXURY FASHION RETAILER** - -

- Assisted in the preparation of the opening of the company's creative broadcasting and retail location in Mayfair.
- Undertook research on relevant locations for the company to have meetings and take influencers to during London Fashion Week as well as assisting the Partnerships team with a report on competing brands' influencer relationships.

MARKETING ASSISTANT - - DEPOP - - LONDON - - JANUARY 2018

- - **ONLINE SOCIAL SHOPPING APP** - -

- Assisted the Partnerships Manager with Partnership and Influencer Marketing by giving an insight into relevant fashion trends and reaching out to micro as well as macro creative personalities in the U.K and U.S that fit the branding of the company so they could be brought on board for the influencer schemes.
- Worked with an influencer who had a managed account, to photograph and market his pieces on the app.

PROGRAMME ASSISTANT - - LONDON GREEK RADIO - - LONDON - - JULY 2017

- - **RADIO STATION** - -

- Learnt about editing and assisted with pre and post production matters for the morning show.
- Assisted in final commercials, press releases and content creation for their social media.

ASSISTANT - - RED ESSENTIAL - - LONDON - - DECEMBER 2016

- - **MUSIC DISTRIBUTION COMPANY (NOW THE ORCHARD UK)** - -

- Assisted and shadowed various departments, including artist liaison.
- Analysed artist fanbase data and presented findings to the Digital Marketing team.

ASSISTANT - - COOKING VINYL - - LONDON - - JULY 2015

- - **RECORD LABEL AND MUSIC PUBLISHER** - -

- Assisted and shadowed the Head of Digital Marketing, specifically with relation to fan analytics on social media and digital music service providers.
- Assisted the Sync department with research into upcoming TV shows, games and Films which could feature music on the roster.

ASSISTANT - - JACKIE FROST PHOTOGRAPHY - - LONDON - - MARCH 2013

- - **FREELANCE PHOTOGRAPHER** - -

- Learnt basic photography and editing skills, as well as assisting on location and studio shoots.

EDUCATION

BA Media and Communication - - Birmingham City University

Birmingham - - 2016 – 2019

- Achieved - - Upper Second-Class Honours (2:1)

• Modules studied - -

Communication Management, Promotional Culture, Popular Music Culture, Music Promotion and PR, Popular Culture, TV Documentary, TV Drama, TV Location, Events and Exhibitions, TV, Film and Video Media, Photography and Visual Culture, Music and TV Promotional Production, Media Photography Skills, Music Industry Skills, Professional Media Practice

• Dissertation Title - -

What does 'Activism' mean from the perspective of the public output of musician Kehlani and her interactions with followers?

• Production Project - -

PR consultancy specializing in streetwear fashion, offering services including but not limited to content creation, campaign strategies and planning and social media management.

AS and A-Levels - - Cheam High Sixth Form

Cheam, Surrey - - 2014 – 2016

- BTEC Travel and Tourism **D***, BTEC Photography **D***, Modern Greek **A**, Media Studies **B**.

GCSE's - - Cheam High School

Cheam, Surrey - - 2013 – 2014

- Greek (Modern) **A***, English Language **B**, Maths **B**, Media Studies **B**, Drama **B**, Fine Art **B**, English Literature **C**, Core Science **C**.

REFERENCES

- All references are available on request.