

Stav Papadaki

COPYWRITER, BRAND & COMMUNICATION STRATEGIST

Hello! My name is Stav Papadaki, and I am a creative director specialised in creative copywriting, brand and communication strategy. I've worn many hats in my career - writer, script supervisor, editor in chief, tutor and salesperson. As a result, I've developed a unique ability to manage multi-disciplinary projects and navigate complex challenges. I'm passionate about innovative writing, storytelling, arts and communication. I look forward to meeting you and doing great things together.



WORKING EXPERIENCE

Oct. 2018 - present - Freelance

Copywriter, Brand & Communication Strategist

Feb. 2017 - Oct. 2021 - Solid Havas

Senior Copywriter & Communication Strategist Key Accounts: Unilever, Mars, Lenovo, Alfa, Jotis, Google, Vodafone, Ferrero, Altis, European Union, Pireos Bank, OAED, Samsung, ION

Nov. 2015 - Feb. 2017 - McCann MRM

Digital Copywriter & Community Manager Key Accounts: Motor Oil, Dodoni, Nestle, Coca Cola, Amita

Sept. 2015 - Mar.2016 - Key Books Publications

Content Strategist, Copywriter & Social Media Manager

Sept. 2012 - Oct. 2016 - Diakrotima, Neo, Empedosi, Freelance Tutor

Ancient & modern greek, literature, history for primary and high-school students

Sept. 2015 - Jun. 2016 - Menandros Publications

Sales Manager for High School Educational Programs & Books

Sept. 2013 - Jun. 2016 - LYKOS Art Magazine

Founder, Editor in Chief, Events & Exhibitions Manager

Sept. 2011 - May. 2013 - Duende, LIFO, Athens Voice, Metropolis

Freelance editor

EDUCATION

Pantion University - 2015 -16

MBA of Cultural Management

Takis Sinopoulos Foundation - 2010 - 2012

Greek & International Poetry

National Kapodestrian University of Athens

Philosophy School | Bachelor of Philosophy,
Paedagogics and Psychology

Arsakio Tositsio Ekalis - May 2009

High School Diploma

OTHER SKILLS

Languages

English Proficient (C1)

French (B2)

German (B1)

Computer

Certificate of Cambridge University - Microsoft
Office

SEMINARS

IANOS - Oct. - Dec.2021

TV Series Script Seminar by Nikos Apiranthitis

DOMESTIKA - Dec. 2020

Contemporary Brand Identity: Using Verbal and
Visual Branding by Michael Johnson

DOMESTIKA - Nov. 2020

Secrets of Naming: Methodology and Creativity by
Carlos Cornejo

MASTERCLASS - Mar. 2019

Screenwriting by Aaron Sorkin

MASTERCLASS - Feb. 2019

Creative writing by Margaret Atwood

BOUSSIAS - Sept. 2018

360 Communication in Advertising Thriving Brand
Strategies

FACEBOOK x BOUSSIAS - 2018

Unlock the potential: Facebook, Tik Tok &
Instagram

GOOGLE - 2018

SEO Fundamentals

SELECTED AWARDS

LIA Premium Olive Oil - Website

- Mindsparkle Mag- Site of the day
- CSS Awards - Site of the day

l'artigiano TVC Campaign

- Bronze Award - Best Social Media Strategy
for Sales
- Social Media Awards

HeyBox Logo & Branding

- Bronze Award - Ermis Awards

The Highloft - Website

- Mindsparkle Mag- Site of the day
- CSS Awards -Site of the day
- Ebge 2022 - Merit

Vodafone #Seriousproblems

- Bronze Award - Best Use of Instagram for
Influencer
- Marketing - Ermis Awards 2022
- Bronze Award - Most Innovative Campaign
with Influencers Social Media Awards 2022

Twix & Coffee

- Gold Award - Best influencer marketing for
brand awareness Influencers Awards 2019
- Bronze Award - Best of Facebook Family of
Apps - Communication - Food & Beverage -
"Mars Hellas"
- Social Media Awards 2019

Pedigree Swapping Smiles

- Bronze Award in the Digital PR category
- Ermis Awards 2017
- Bronze Award - Best Content in Social
Media, Best Occasion-based Marketing
- Social Media Awards 2017