

CHRISTINA TOUMANIDOU

Year of Birth: 1989 | **Address:** Athens, Greece | **LinkedIn:** <https://linkedin.com/in/chtoumanidou>
Email: christinatoum@gmail.com | **Portfolio:** www.christinatoum.eu

Marketing | Web Development Professional

Skilled web developer with unique business experience and training in web design and development, computer science, social media, and graphic design. Credited with being intellectually curious with the ability to quickly learn and understand new technologies and rapidly changing industry trends. Eager to use my web design expertise, and knowledge of project management, web usability, accessibility standards, and design principles to support a company's marketing strategy and presence.

Areas of Expertise

- Web Development
 - Web Design
 - Computer Science
 - Digital Marketing
 - Brand Marketing
 - English Language
 - Content Development
 - Relationship Management
 - Reporting / Analysis
 - Effective Communicator
 - Technology Savvy
 - Project Management
-

Professional Experience

FOREX CAPITAL MARKETS HELLAS

2014 – PRESENT

WEB PRESENCE MANAGER

Consult with and influence senior marketing leaders on marketing strategy recommendations for the Greek office and provide leadership, direction, and execution on all web design and development.

- Promoted to lead larger scope of work including coverage for an additional country office, South Africa. (July 2016). Coordinate every Marketing and IT Activities for the office opening.
- Manage marketing strategy and campaigns for local Greek office, influencing the European and Global Market Managers and ensuring alignment with company's overall strategy.
- Manage all aspects of ad inventory, web and print content development, social media management, and communications, ensuring a positive and enhanced company presence with each online interaction.
- Create webpages, landing pages, banners, and emails utilizing personal design and creativity tactics, adhering to company brand standards.
- Analyze online data and statistics to help senior leaders make informed recommendations and decisions regarding the company's marketing strategy and web presence.
- Optimize user experience and perform Search Engine Optimization (SEO) techniques to ensure websites comply with current industry SEO trends.
- Lead as point of contact and subject matter expert for all information and communication technology.

FOREX CAPITAL MARKETS HELLAS

2011 – 2014

WEB DESIGNER, DEVELOPER

Lead all aspects of web design and content development, utilizing strong technology expertise and creative abilities to positively impact the company and drive revenue.

- Developed the Forex Capital Markets (FXCM) Greek website using Joomla CMS, and performed maintenance and upgrades for various other existing company websites.
 - Created promotional flash banners, managed the banners inventory, placements trafficking, and reporting and tracking, ensuring a competitive edge in the marketplace.
 - Managed social networks, creating content and performing search engine optimization to increase company presence, leading to increased revenue.
 - Managed the creation of Adobe After Effects videos and Adobe Illustrator files.
-

Education & Training

- **Stockholm University - Distance Learning, MSc in IT Project Management**, 09.2015 – 01.2017 (Expected)
- **City Unity College**, Diploma in Social Media, 11.2014 – 03.2015
- **City University of Seattle - City Unity College Athens Campus, MSc in Computer Systems - Technology Management Capstone** | Grade: 3.4 GPA, 10.2013 – 07.2015
- **Anglia Ruskin University - Aegean Omiros College Athens Campus, BSc in Computer Science with Honors (2:1)** | Grade: 68.75%, 10.2012 – 06.2013
- **Edexcel / BTEC - Aegean Omiros College Athens Campus, HND in Computing and Software Engineering** | Grade: Merit, 10.2009 – 06.2011
- **I.I.E.K Omiros, Internet Technology Technician** | Grade: 19/20, 10.2009 – 06.2011
- **1st General Lykeion of Lavrion** | Grade: 16.1/20, 09.2005 – 06.2006

Certifications

- **National and Kapodistrian University** – Certificate of Specialization in Digital Marketing (Ongoing)
- **Google** - Video Advertising Advanced Certification, Analytics Certification, AdWords Certification
- **EOPPEP** - Diploma of Vocational Training / Accreditation (Internet Technology Technician)
- **National Technical University** - Certificate of Specialization in Dynamic Web Design and PHP- MySQL
- **ECDL Core** (Concepts of IT, Using the Computer and Managing Files, Word Processing, Information and Communication)
- **National and Kapodistrian University** - Web 2.0 and foreign language teaching

Online Courses

- **National and Kapodistrian University** – Marketing Mix and Brand (Ongoing)
- **University of Piraeus**– Strategic Marketing & Management (Ongoing)
- **Curtin University** - Digital Branding and Engagement
- **University of Illinois (Coursera)** - Digital Analytics for Marketing Professionals: Marketing Analytics in Theory
- **University of California (Coursera)** - Initiating and Planning Projects, Project Management: The Basics for Success
- **University of British Columbia (edX)** – Marketing1x: Introduction to Marketing
- **Udacity** - Web Development - How to Build a Blog (Python), Intro to HTML and CSS
- **Microsoft (edX)** - Introduction to HTML, CSS and JavaScript Web Development, Querying with Transact-SQL
- **Linux Foundation (edX)** - Introduction to Linux
- **The University of Adelaide (edX)** - Cyber101x: Cyberwar, Surveillance and Security
- **Stanford University (Coursera)** – Computer Science 101
- **Umeå University** – Learning with Web 2.0 and Beyond – 7.5 Credits
- **Linnaeus University** - Digital Image Editing – 7.5 Credits
- **Google Analytics Academy** – Google Tag Manager Fundamentals, Ecommerce Analytics: From Data to Decisions
- **HP Learning** – Marketing, Communication, Operations

Languages

- **Greek** Native Language
- **English** Proficiency ECPE (Michigan)
- **French** B1 certificate (IFA)
- **Spanish** fluency