

Maria G. Gkili



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Enthusiastic, self-propelled, multi-lingual marketer with a passion for technology and communication

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Marketing associate and communications graduate with experience in high-tech B2B SEO marketing, copywriting, social media management, and event organization.

Desire to work for a diverse company that values people, the work they do, and where my skills can contribute to the company goals.

Employment Experience

Social Media Champion and Front Office Agent (12/2021 – 07/2023) DoubleTree by Hilton Amsterdam NDSM Wharf, Amsterdam, The Netherlands

- Producing relevant and relatable social media content, including copy and creatives
- Providing superb customer service and carrying out clerical duties with focus on quality and courtesy
- Mapping the customer journey and optimizing the guest experience accordingly
- Managing incoming and outgoing customer communications
- Managing email reservations and processing guest arrivals and departures

Content Marketing Intern (10/2022 – 04/2023)

Prisma Cloud, Palo Alto Networks, Amsterdam, the Netherlands

- Writing and proofing campaign copy, SEO pages, emails, press releases, customer brochures, whitepapers, tip sheets, executive briefing decks, and other collateral
- Content localization and translation
- Staging, scheduling and managing corporate blog posts
- Redesigning and revising intranet sales resource pages
- Revising and managing content calendars and repositories for cross-team reference
- Managing submissions for internal-facing sales newsletters
- Working with integrated campaigns team to deliver new content

- Carrying out resource audit projects and reporting
- Creating and supporting social media promotional packages for trades shows and virtual events
- Interviewing customers

Communications and Social Media Intern (08/2022 – 10/2022)

The Nudge Global Impact Challenge, Nudge Amsterdam, the Netherlands

- Social media copywriting
- Managing email communications
- Event planning and organization
- Troubleshooting communication and content challenges

Guest Relations Agent (06/2021 – 08/2021)

LaLiBay Resort and Spa, Aegina, Greece

- Arranged itineraries, VIP airport shuttle services, tickets and necessary travel documents according to country-specific health regulations
- Anticipated and addressed guest needs and concerns pre- and post-arrival through the design and implementation of a customer-centered communication strategy
- Provided concierge services and created partnerships with local service providers to drive sales
- Built sustainable guest relationships, tracked requests and remediated escalating situations by streamlining cross-departmental communications and company procedures

Guest Relations Agent (06/2019 – 08/2019 & 07/2018 – 09/2018)

Miraggio Thermal Spa Resort, Kanistro, Greece

- Reported and followed up on guest complaints and feedback
- Implemented sales initiatives and increased profitability through events and services promotion
- Co-organized and supervised events and special occasions with focus on excellent cross-team coordination and execution
- Promoted customer satisfaction and loyalty by handling service requests and providing personalized assistance

Education

Master of Arts in Communication and Information (09/2021 - 03/2023)

University of Amsterdam

Bachelor in English Language and Literature (09/2016 - 02/2021)

Aristotle University of Thessaloniki

Erasmus Exchange Program in Languages and Literature (09/2019 – 12/2019)

University of Stirling, Scotland, UK

Skills

- Digital marketing and SEO
- Stakeholder relationship building
- Web design, familiarity with HTML
- Web content
- SEO audits
- Customer lifecycle marketing
- Storytelling
- Translation and content localization
- Event marketing
- Slack
- Customer interviews
- Google Suite
- Workfront
- Salesforce
- Splash
- Lum Apps
- Smartsheets
- Wordpress
- Microsoft Office Suite
- Google Search Console
- ChatGPT
- Canva

Languages

- English: Full working proficiency
- Greek: Native proficiency
- German: Elementary proficiency
- Turkish: Elementary proficiency
- Dutch: Beginner

Volunteer Experience

- Volunteer at OCCII, Independent Cultural Center in Amsterdam, Netherlands
- Volunteer and active member of Erasmus Student Network (ESN) Thessaloniki, Greece
- Volunteer at GreenPeace Greece, Thessaloniki section

References

- Grace Cheung, Content Marketing Director at Prisma Cloud, Palo Alto Networks email: gcheung@paloaltonetworks.com
- Blaithin Underhill, Customer Advocacy Manager at Palo Alto Networks email: bunderhill@paloaltonetworks.com
- Elizabeth DeBeasi, Content Marketing Manager at Prisma Cloud, Palo Alto Networks email: edebeasi@paloaltonetworks.com