

Curriculum Vitae - Anna Bezani

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Education

2016-2017 University of Dundee:

MSc User Experience Design

Relevant modules include: Assistive Technology, Argumentation, UX Design in Practice, Alternative and Augmentative Communication, Creative Technology and Human-Computer Interaction and Usability Engineering. Gained Experience in generating ideas; low/mid/high fidelity prototypes e.g paper mockups, balsamiq and Axure; Personas & Scenarios; Video Presentations and Arduino Prototypes.

2009- 2013 University of Crete:

Commerce & Marketing Specializing in E-Marketing

Relevant modules include: Marketing, International Marketing, Business Management, Managed Internet Services, Unified Modified languages, Graphic Design, Social Media Marketing, Web Development, Virtual Worlds & 3D Modeling, Internet & Multimedia Platforms, Consumer Psychology, Risk Issues and Crisis Management Strategy MKT, Secure Networks Systems and MySQL Database.

2006-2009 3o Lykeio Illioupolis, Athens

'A' Levels: Computing (A), Business Management (B), Economics (B)

Recent Employment

2016-Now Mentionlytics Ltd (Remote)–London, UK

UX designer and Marketing Executive

I managed and analysed social media accounts and served as a subject-matter expert on digital measurement and site optimisation. I also consulted with clients and led their web analytics implementations, often communicating through Intercom or telephone. Liaising with bigger companies, I trained their employees to use Mentionlytics within their departments (e.g T-Mobile Albania). Final reports were created to capture funnel conversations, campaign performance and user error/dropoff/ re-membership.

2014-Now CodeYourWebsite

Co-Founder, Front-End Developer & Digital Marketer

I designed interface prototypes using Axure or Photoshop, and liaised with developers to test. As a Digital Marketer, I worked on PPC campaigns, SMM campaigns and the creation of contents for website/application or blogs.

2014-2016 Ashley World Group–Tirana, Albania

Creative Strategy Designer and Digital Marketer.

I led and mentored the creative team, generating ideas and strategic thinking for integrated campaigns by combining market research, industry knowledge,

business strategy and creative inspiration. I had full responsibility for the quality of the final creative outcome of the agency and overseeing the production in ATL / BTL / Digital. As a Digital Marketer, I created digital campaigns (Google Adwords and Facebook Ads), analysing the data and behaviour segments for big companies such as Vodafone Albania, Alpha Bank and Porsche Albania.

2012-Now Freelancer

As a freelancer, I worked for several smaller businesses and individuals as Front-End Developer and Digital Marketer

Sample of Front-End

Developer Projects:

- www.irenakita.com
- www.hermitage.al
- www.adverista.al
- www.lasadibigsize.com
- www.telebingoshqiptare.al
- www.lefterisparaskevoidis.com

SMM & SEO examples:

- j-webs.com,
- FratPoet,
- Hermitage Albania,
- Ads Voice
- Adverista
- Save Marketing in Greece
- Φαντάσου την πόλη: Ιεράπετρα 2013
- Mykonos Dream Villas

2014-Now FMM–Tirana, Albania

Founder and CEO

Strategy plan, executive selection, executive training and creating marketing plan

2014-2016 UESH–Tirana, Albania

Chief Operating Officer (COO)

Marketing strategy planning, communication with analysts and managing different departments.

2015-2016 PZE–Tirana, Albania

UX Designer & Marketing Consultant

My role involved project research, interview sketches, creating proposals for the application interface, final prototype and digital marketing campaign e.g. Google Adwords and Facebook.

2014-2014 Agia Paraskeui Hotel – Greece

PR Manager

Gained customer service skills; organised events for the hotel; raised overall brand awareness; published newsletters; created marketing and advertising campaigns, documents for internal communications; and established relationship with tourist and travel agencies.

2013-2014 Imagine the City–Crete, Greece

Communication Manager and Social Media Manager

Within the non-profit project, I communicated with local shops and individuals to collect data that establish and develop the changes individuals wanted to their city. Other duties included managing Facebook and Twitter account.

2013-2013 Nakou Traditional Hotel–Crete, Greece

Digital Marketer

I designed the summer 2013 online campaign using Google Adwords, SEO and SMM.

2012-2012 Astron Hotel–Crete, Greece

Digital Marketer

I managed their Google Adword campaigns and online SEO.

Project Examples /Relevant Experience

- *Collaborated with an animal welfare company in Crete and wrote a creative brief to help inform members of the public about their ethos and practice while gaining better publicity.*
- *Designed User Interface of an application as a guide for tourists in Albania. This involved using Axure and allowed me to extend my skills in other post-productions designing e.g. Adobe Illustrator and Photoshop.*
- *Collaborated with SOS Children’s Villages in Greece. This involved forming a marketing brief, creative brief and storyboard. Creating a design using BTL, Print Ads, or Viral. Further, experience included budgeting, media planning, TV production and giving a presentation to the University.*
- *Designed an application to help people with Dyspraxia called Framework. The design process was user-center. Used Tools involved Balsamiq, Sketch and Axure.*

Relevant Skills

Creativity

Idea-Driven

Organizational

Persuasive

Teamwork

Languages: Greek, Albanian, English

Technical: Balsamiq, Axure, inVision, Survey Monkey, Lucidchart, Wordpress, Joomla, PHP, JAVA, Javascript, Swift (basic) Macromedia Flash, Dreamweaver, Adobe Photoshop, Illustrator, Lightroom, Premier, After Effects (basic knowledge not deeply), Microsoft Office, Visual Studio, Autopilot (UML)

Interests:

Photography: I am passionate with nature and landscapes. So my photos have as a subject the beauty of nature. I have a profile at National Geographic page, that I am sharing my hobby with other people.

Sports: I played professional basketball for Holargos BC and played in the 2009 EuroLeague.

Referees upon request