

Irini Vasilopoulou

etvasilopoulou@gmail.com

+45 71 88 67 78

www.linkedin.com/in/vasilopoulou

PROFILE SUMMARY

I'm a brand and marketing specialist. From senior media planning in Athens to brand consulting in Copenhagen, I've learned marketing from several sides: agency, retail, and media. I adapt fast, stay organised, and care about getting the details right. Now I'm looking to join a team where I can keep growing and take on new challenges.

EDUCATION

MSc in International Marketing and Brand Management | Lund University (2025)

Lund, Sweden

Bachelor of Science in Economics | National and Kapodistrian University of Athens (2021)

Athens, Greece

Diploma of Pedagogical and Teaching Competence | National and Kapodistrian University of Athens (2021)

Athens, Greece

PROFESSIONAL EXPERIENCE

e-Types

Brand Consultant Intern (*Full-time*)

Mar 2026 - Jun 2026

Copenhagen, Denmark

- Brand and Market Research, including competitor analysis and synthesis of client briefs to inform strategic direction
- Developed brand concepts and creative assets such as naming, taglines, messaging, and positioning frameworks
- Facilitated client interviews and workshops; created mood boards, concepts, and pitch materials to support brand development
- Managed project coordination, including client communication, timeline planning, and cross-functional collaboration with design teams

H&M Home

Commercial Manager (*currently part-time*)

Jun 2024 - Present

Copenhagen, Denmark

- Led the HOME department through a store transfer, growing sales by 78% and making it the top-selling HOME department in Denmark within the first three months
- Onboarded and trained new team members on commercial priorities and daily execution
- Regularly acted as Manager on Duty, taking responsibility for store operations, the team, and the customer experience during shifts
- Promoted twice within a year (Sales Advisor → Commercial Assistant → Commercial Manager)

Bookboost

Digital Marketing Intern

Feb 2024 - Jun 2024

Malmö, Sweden

- Supported brand communication across LinkedIn and Meta platforms
- Created and adapted visual and written content for digital channels
- Experimented with AI-generated visuals (Midjourney) for creative testing
- Contributed to campaigns increasing website traffic by 73%
- Supported SEO, content management, and brand consistency using Webflow and SEMrush
- Helped grow LinkedIn followers by 32% through content strategy

OMD (Tempo Greece)
Senior Media Planner

Aug 2021 - Aug 2023
Athens, Greece

- Developed media strategies aligned with brand positioning and communication goals
- Turned data insights into strategic brand and media recommendations
- Worked with creative and analytics teams to align brand story with media execution
- Supported new business pitches through insight-driven storytelling
- Promoted from Junior to Senior Media Planner within six months

SKILLS, TOOLS & LANGUAGES

Brand & Strategy: Brand strategy & positioning, consumer & cultural insights, campaign & communication strategy, touchpoint & experience thinking

Marketing & Digital: Content strategy & social media, SEO & content management, campaign performance analysis

Tools: HubSpot CRM, Webflow, SEMrush, Canva, Adobe Photoshop, Figma, Midjourney

Languages: Greek (Native), Polish (Native), English (Full professional proficiency), Danish (Module 2)