

# LILLIAN PSYLLA

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## FIELDS OF INTEREST

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Marketing Strategy, Brand/Product Management, Retail Marketing, Luxury Brands, Campaign Creation, Marketing Communications, MarTech

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## EDUCATION

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- 09/2019 – 09/2020 **Aston University**  
*MSc. Strategic Marketing Management*
- 09/2011 – 06/2019 **Deree - The American College of Greece**  
*BSc. Business Administration / BSc. Hons Marketing Management, Open University Validated (UK) (2:1, First Division)*
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## WORK EXPERIENCE

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- 07/2019 – 08/2019 **Metaloumin SA (Aluminum Products & Solar Panel Mounting Systems)** – Athens, Greece  
*Export Project Manager (Germany, Switzerland, Austria)*
- 11/2018 – 06/2019 **ELF Media Group (Advertising, Media, Digital Signage)** – Athens, Greece  
*Media Strategist*
- 03/2016 – 11/2018 *Advertising & Promotions Manager*
- 09/2011 – 02/2016 *Executive Secretary – Intercultural Communications*
- Nestle (FMCG)**
- 05/2015 – 08/2015 *Intern, Sponsoring & Events Management – Frisco Ice-Cream (Rorschach, Switzerland)*
- 11/2013 – 06/2014 *Merchandising, Sales, Promotion – Nescafé Dolce Gusto (Athens, Greece)*
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## SIGNIFICANT PROJECTS

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- 08/2018 – 06/2019 **“SPES” Herbs**  
*(American College of Greece – New Product Development – Marketing Society – Live Case)*
- 01/2019 – 05/2019 **“Introducing Dry Shampoo into the Greek Market: The Case of Garnier Fructis”**  
*(American College of Greece – Student Research Symposium 2019 – Live Case)*
- 09/2018 – 12/2018 **“Exporting Domaine Skouras in Japan”**  
*(American College of Greece - MK4157 – International Marketing – Live Case)*
- 09/2018 – 12/2018 **“Deciphering College Students’ (De)Motivators for Bone Marrow Volunteerism & Donation: The Case of Orama Elpidas at the American College of Greece”**  
*(American College of Greece – MK4358 – Marketing Research – Live Case)*
- 05/2018 – 06/2018 **“Managing Virtual Brands: An Overview of the Markstrat World”**  
*(American College of Greece – Student Research Symposium 2018)*
- 01/2018 – 06/2018 **“Markstrat Challenge: 10-year Report & 3-year Marketing Plan - Lobél Company”**  
*(American College of Greece - MK4447 – Advanced Marketing Management & Metrics)*
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## SKILLS

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- Language Greek (Native), German (Proficient), English (Proficient), Italian (Basic), Korean (Basic)
- Technical NVivo, SPSS, MS Office, Social Media (FB, IG, Twitter, Snapchat), Adobe Suite (Ps, Il, Di)
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## ACTIVITIES

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- Aston University**
- 2019 – 2020 TEDxAstonUniversity, *Head of Speakers & Performers*
- 2019 – 2020 Enactus Aston University, *Innovation Team Member*
- Deree – The American College of Greece**
- 2016-2017, 2018-2019 Marketing Society, *President*
- 2016 – 2019 Deree Business Week Forum, *Marketing & Communications Team Leader*
- 2016 – 2019 Student Government, *PR & Communications Director*
- 2016 – 2017 B-in-EU Jean Monnet Module, *Marketing & Communications Coordinator*
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## CERTIFICATIONS

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- 06/2011 **Grosses Deutsches Sprachdiplom (C2)**, Goethe Institut Athen
- 05/2012 **MSU Proficiency in English (C2)**, Michigan State University
- 05/2018 & 03/2020 **Markstrat Participant Certification**, StratX Simulations
- 08/2019 **IELTS Academic**, British Council
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## INTERESTS

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Music Composition, Piano, Dancing, Books, Social Media, Cooking, Planting, Graphic Design