



## CV

Surname: Ignatiou  
Name: Konstantinos  
Nationality: Greek  
Date of Birth: 06/10/1992  
Website: [www.ignatiou.gr](http://www.ignatiou.gr)  
Residence: Greece, Thessaloniki

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### Summary

Trying to express my imagination the best possible way. I make stuff actually. I make up stuff stories mostly, collaborations of thoughts, dreams, and actions.

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### Experience

#### • LIDL HELLAS

Industrial Area of Thessaloniki - Sindos, 57022, Hellas | HQ Offices | A. 1

#### **Department Manager Advertising Non Food, LIDL HELLAS**

December 2023 - Present

In the position J. Department Manager Advertising Non Food at Marketing of Lidl Hellas, my mission is to lead a dynamic team of highly skilled professionals in the creation and execution of 360° advertising campaigns. These campaigns reflect the team's collaboration and overall effort to highlight the extensive range and high quality of our non-food products.

In my day-to-day management, I guide and inspire a team of 4 professionals which includes 2 skilled graphic designers and 2 creative editors. Together, we aim to effectively execute our advertising campaigns, while devoting attention to the development and professional development of each member, providing support and encouragement to participate in training programs.

My responsibilities include managing promotional material, including designing brochures, posters for stores and creating content for magazines. In addition, I am responsible for approving TV and radio commercials, as well as creating visual materials for social media, thus promoting our presence in the digital space, in addition I review visual materials, photos developed by external contractors. My responsibility is to ensure the consistency and quality of the advertising message in all the media our department works with.

My goal is to work with other departments of the company (Sales, Promotions, Internal Communications, Supply Chain, etc.) for the greater growth of the company. Finally, I maintain constant contact with senior members of the marketing department to keep up to date and implement the latest advertising standards and trends, ensuring that every step we take reflects our team effort and collaboration.

#### **Advertising Non Food Specialist, LIDL CYPRUS**

November 2020 - December 2023 (3 years 2 months)

#### **Advertising Food Specialist, LIDL HELLAS**

January 2022 - April 2022 (4 months)

#### **Advertising Food Associate, LIDL CYPRUS**

May 2017 - November 2020 (3 years 7 months)

I am an integral part of a creative team while also working in cooperation with other departments and external partners to implement new and unique concept and ideas. My top ranking responsibilities are photo editing as well as digital graphic design, used harmoniously to create flyers, posters and other marketing material. My contributions are extended to the shaping of visual aesthetics and of commercial messages and brands.

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**Experience****• IGNATIOU +WORK | ADS EXPERIENCES**

Advertising &amp; Marketing

**Founder** - January 2011 - Present**• HELLENIC ARMY**

Dalipi Military Camp, Kalamaria, Thessaloniki, 55134, Hellas

**Office of Research Services and IT at Hellenic Army War College**

March 2020 - November 2020 (9 months)

I was an assistant in the Office of Research Services and Information Technology at Hellenic Army War College. In particular, I participated in the maintenance and monitoring of the internal network of the College and in the maintenance of the information material.

**• 7INDIGO / Ilision 25, Kifisia, 14564, Hellas**

Digital Designer / October 2016 - November 2016 (2 months)

Graphic designer, The 7indigo is an advertising company, specializing in new media marketing. Plans highly personalized service for customers.

**• ANABIOSI S.A. / Sitagroi Dramas, P.C. 66100, Hellas****Marketing Trainee** / October 2014 - April 2015 (7 months)

I worked in the field of corporate identity and human resources management. Key elements of corporate identity include logo, typography, business card, letterheads, covers, presentations, etc. The above elements must be adapted to a single image and characterised by harmony between them. All these constitute the communication elements with partners and customers. As far as my involvement in human resources management is concerned, I followed the practices and policies required for the diligence of the aspects which, of all the tasks of management, concern personnel issues. This area includes: hiring, training, evaluation, compensation and providing a safe, ethical and fair environment for a company's employees.

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**Education****• INTERNATIONAL HELLENIC UNIVERSITY / KAVALA, GREECE****Bachelor of Business Administration (B.B.A.)**

Information Management · (2010 - 2014)

**• 2 Vocational High School of Drama - Dept. IT · (2008 - 2010) / DRAMA, GREECE**

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**Languages**

Greek (Full Professional), English (Full Professional)

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**Certifications**

Adobe Certified Associate 2015 & 2018, Google - Online Marketing Fundamentals in Tourism, EFODOS - The architecture is lost, First Aid Training Greece (Life Support Training Programs), Developing Your Emotional Intelligence LinkedIn, Effective and Persuasive Presentation Skills Programme Huthwaite International.

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**References**

The 33 strategies of war, Technology and modern education, Management information systems in governance and e-Government, No map is innocent, agree?, Legal framework of an electronic website, Robert Green, Pop, Open.

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**Skills & abilities**

Team Management, Presentation Skills, Strategy, Art Direction, Management, Marketing, Retail, HTML5/CSS3/PHP, UI/UX Standards, Adobe Creative Suite (Photoshop, Acrobat, After Effects, InDesign & Illustrator), Apple iLife Suite, Microsoft Office Suite, Affinity Photo, Facebook Instagram Ads, LinkedIn Setup, Google (Analytics, Adwords), Wordpress, cPanel, Opencart, Titles / Tags Optimization (Description, Keywords, Optimization Image ALT, Heading),Packaging Design, Internal Branding, Advertising, Digital, Brand copywriting.