

Aikaterini Fildisakou

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EDUCATION

University of South Florida - Bachelor of Science in Marketing with a concentration in Digital Marketing, Minor in Management

Overall GPA: 3.68

May 2025

- Dean's List: 2023 Fall Semester Junior, Dean's List 2024 Fall Semester Senior, Green and Gold Scholarship
- Relevant courses: Digital Marketing, Marketing Management Problems, Marketing Communication

Project – Research on Personal Color Preferences and Their Impact on Marketing Behaviors

- Analyzed how personal color preferences impact consumer responses, providing insights for tailoring color strategies to boost engagement and conversions.

WORK EXPERIENCE

Alpha Alternatives - Brand Strategist (Part-Time)

Jan 2025-Present

- Developed the entire brand identity for a newly founded company, creating its visual identity and brand guidelines.
- Designed compelling presentation decks for prospective clients and laying the foundation for future growth.

Fildisakos A.E. - Marketing Manager (Part-Time)

Dec 2022-Present

- Conducted market research that identified three untapped customer segments, increasing target audience reach by 20%.
- Developed and launched a social media campaign that improved engagement rates by 35% over three months.

Cucunari Food Hall - Product Marketing Associate

May-August 2023

- Supported the launch of 3 new products, increasing monthly sales by 25%.
- Drafted product descriptions and promotional content, resulting in a 30% higher conversion rate on online platforms.
- Conducted competitor analysis that helped secure a 15% reduction in marketing costs by optimizing resources.

NutriScious - Brand Marketing Assistant

June -August 2022

- Created social media content that increased follower count by 500+ in just one month.
- Developed a new website section with a 12% click-through rate, boosting overall website traffic and engagement.

CAMPUS INVOLVEMENT

Fashion Society – Founder and President

May 2024-Present

- Lead the Fashion Society at USF, organizing events and workshops on fashion, beauty, and culture
- Grow the society by managing social media and digital presence.

SEAM Magazine – Writer and Features Editor

Nov 2024-Present

- Curate engaging fashion content for the Shopping section, focusing on seasonal trends, and sustainability in fashion.
- Collaborate with senior editors and creative teams to pitch and develop digital and print articles.
- Leverage market research and trend analysis to produce actionable, relatable fashion advice.

The National Society of Leadership and Success – Member

Sept 2024-Present

American Marketing Association – Member

Sept 2024-Present

Women In Business – Member

Feb 2025-Present

VOLUNTEERING

SPCA Tampa Bay - Marketing Volunteer

Jan 2025-Present

- Capture and edit photos for marketing materials, update the website, and create promotional graphics for events.
- Plan and execute marketing strategies for the annual SPCA Pet Walk, including social media promotion, sponsorship outreach, and event coordination.

Tampa Museum of Art BALMAIN show - Volunteer

Mar 2025- Present

- Supported guest coordination and seating logistics for the exclusive BALMAIN runway show during the CITY: Fashion+Art+Culture event, ensuring a good experience for attendees and contributing to overall smooth event execution

SKILLS & Interests

Certificates: Hootsuite Social Media Marketing Certification, Digital Marketing Foundations LinkedIn Certification, Brand Design Foundations LinkedIn Certification

IT Skills: Microsoft Office, MacOS, Procreate, Adobe Creative Cloud, Canva, Meta Insights, SPSS, Tableau

Technical Skills: Content Curation, Data Analysis, Graphic Design, Content Management, Photoshop, AI Prompting

Languages: Greek (Native), English (Bilingual Proficiency), French (Elementary Proficiency)

Interests: Fashion, Cooking, Writing, Formula 1, Drawing