

JOANNA IOANNIDOU

CONTACT DETAILS

Email itzoanna@gmail.com
Website www.tzoanna.com
Linkedin <https://www.linkedin.com/in/joannaioannidou>

WORK PROFILE

I am an enthusiastic and dedicated person that enjoys tackling new challenges. I have been a self-starting entrepreneur for most of my career, and have developed a wide range of skills working in the startup scene.

I have had a lot of success working in both the development and business side of tech companies, and my experiences have given me a powerful and diverse skill set. As an entrepreneur, I greatly enjoyed using my people skills managing clients and teams, and would like to further develop my abilities in this direction.

I am very much a people person, and I have learned that working closely with others is what gives meaning to my work. Due to my experience with both the development and business side of tech companies, and my strong social skills, I think my ideal position involves a liaison between the two areas - such as project management or product ownership.

RECENT WORK EXPERIENCE

Jul. 2014 - present

COO at *Clustr*, a startup developing technology allowing anyone to set up their own marketplace online (clustr.online).

I oversaw operations, managed the implementation and testing of the eponymous platform, and oversaw staff and external teams. I was also responsible for lead and client acquisition and management.

Key responsibilities:

- Overseeing daily operations, such as the legal and financial management.
- Leading the external design and development teams in the implementation of the marketplace platform.
- Managing relationships with potential clients focusing on creating opportunities for business development.
- Conducting testing sessions of the platform and providing the development team with guidelines for improvements.
- Other duties as required.

Key experience:

- Aligning the interests of multiple shareholders in the development process.
- Generating progress overview reports for stakeholders, as well as guideline documents for the development team.
- Relationship management of leads and collaborators.
- Further advancement of organizational skills and hands-on mentality.

Nov. 2013 - present

Managing Partner at *Subatomic*, a (digital) agency specializing in

creating projects that increase user engagement (subatomic.nl).

Moving up from my initial position as Office Manager, I oversaw the company's finances, employees, client accounts, and online presence. In addition, I managed projects and events.

Key responsibilities:

- Managing financial operations and staff.
- Overseeing the company's online presence, and managing events, such as workshops, conferences, and presentations.
- Managing relationships with clients, including business development.
- Leading the team in the development of various complex projects ensuring deadlines were met.
- Acting as liaison between the development team and the clients ensuring each product's progress was continuously aligned with the client's (commercial) goals.
- Collecting and analyzing qualitative feedback from testing (of projects), and producing subsequent recommendation documents.
- Other duties as required.

Key experience:

- Management of the interests of multiple shareholders in the development process.
- Lead role in planning and executing projects from conception to completion.
- Generating reports for stakeholders, as well as information documents for the development team.
- Relationship management of (potential) clients and partners.
- Development of a critical view in identifying opportunities of improving operational efficiency.
- Thorough understanding of UX and UI principles as well as the principles of successful audience engagement.

Nov. 2013 - Jun. 2016

Board Member | Webmaster at *Amsterdam American Business Club*, a professional networking organization (aabc.nl).

Key responsibilities:

- Leading the redesign of the AABC website, and collaborating in the maintenance of the club's social media presence.
- Participation in the hosting of events.
- Working in the creation of a new member engagement strategy, and brainstormed on improvements to the club's processes.

Key experience:

- Management of existing processes and strategies, and creation of suggestions for improvement.

Jun. 2013 - Mar. 2014

Office Manager | Front-end Developer at *Whatser*, a self-service media agency for local merchants (whatser.com).

Key responsibilities:

- Managing the clerical aspects of the company, alongside the recruitment process, including conducting the initial interviews with potential candidates.
- Planning and coordinating internal workshops and meetings.
- Assisting the development team in front-end programming.

Key experience:

- Increased awareness of commercial needs, and how these influence business and development goals.

- Understanding of SCRUM as part of the development team.
- Further development of my HTML/CSS coding skills, and expanded knowledge of JavaScript/Node.js and MongoDB.

Jun. 2012 - Oct. 2013

Office Manager at *Subatomic*, a (digital) agency specializing in creating projects that increase user engagement (subatomic.nl).

I joined Subatomic as Office Manager and ensured internal operations and HR processes ran smoothly.

Key responsibilities:

- Oversee book-keeping/financial tasks.
- Lead the recruitment process and help with the training of employees.
- Planning, hosting and coordinating workshops and events organized by the company.

Key experience:

- Setting up processes for daily operations and recruitment.
- Adapting fast to changing situations in the company.
- Planning and hosting small-scale events (up to 60 people).

EDUCATION

Research Master (2 year program)	Media and Performance Studies, Utrecht University – Graduated with a 4.0 GPA on 31/08/2010
Bachelor's Degree (4 year program)	University of the Aegean, Department of Cultural Technology and Communication – Graduated with 8.26 on 21/10/2006 - Graduated 3rd in a class of around 120 students

LANGUAGES

FLUENTLY	GREEK <ul style="list-style-type: none"> • First language
	ENGLISH <ul style="list-style-type: none"> • TOEFL IBT SCORE: 112/120 • Certificate of Proficiency acquired on December 2001
BASIC KNOWLEDGE	FRENCH <ul style="list-style-type: none"> • Diplôme d' études en Langue Française (DELF) Acquired on February 2005
	DUTCH <ul style="list-style-type: none"> • Successfully completed an Intensief Niveau A course at James Boswell Instituut (15 April- 29 June 2009) • Currently studying for the NT2 exam

MEMBERSHIPS

Member of the Popular Culture Association
 Member of the Amsterdam American Business Club
 Member of the OiL Group