

Adam Sofokleous

Digital Media Specialist

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An approachable, friendly and focused digital media expert with a great ability to understand digital content, leveraging skills in creative design, multimedia production and content writing. Dynamic and enthusiastic, follows online trends where applicable and produces content that looks great on any screen. Articulates ideas effectively and consistently delivers a strong and stable work ethic.

Relevant Skills

Digital marketing experience
Meta and Google Ads experience

Advanced Adobe Suite experience

Fluent in English & Greek language
Wordpress, Shopify, HTML, CSS, Javascript experience
Drone pilot certified

Social media experience
Mailchimp and email marketing experience

Excellent web and computer literacy

Work Experience

January 2025 - Present

socool marketing Ltd: Full video production for social media for clients in different industries. Learned how to use a cinema-line Sony camera, handling raw footage and followed online trends to make visually-appealing videos suitable for monthly social media postings.

October 2025 - Present

Yonkai Games Limassol: Content creation for Meta Reels and Tiktok. Follow online trends and repurpose for the industry and environment. Helped grow account organically to 1,650 followers and growing, averaging around 80,000 views per month.

June 2023 - January 2025

Marketing Manager, First Class Homes Ltd: Leads generation through paid social media ads, content creation and graphic design for company assets for both print and digital. Managed all social media for the company and maintained branding throughout all communications.

September 2021 — January 2023

IT & Digital Officer, Columbia Restaurants, Limassol: Took part in digital transformation of the company. Maintained portfolio of websites including content updates and security configurations. Digital menu management and email newsletter sending. Delivered mentoring and induction for staff equipment.

January 2020 — September 2021

Digital Marketing Officer, Columbia Restaurants, Limassol: Oversaw digital marketing for different company restaurant brands. Produced campaigns for several channels including content creation. Successfully redesigned one of the brand websites and built a list of subscribers. Presented a large growth on all brand social channels.

April 2018 — January 2020

Digital Marketing Assistant, Columbia Restaurants, Limassol: Built and implemented a digital marketing strategy for Columbia Restaurants group across social media, email and Google ads. Maintained the channels and responded to messages. Provided monthly reports to management.

September 2016 — July 2017

Technical Lead, The Alacrity Foundation, Newport, Wales: Acquired skills in agile methodologies, business management and startup culture. Learned to solve problems and build software for real companies. Carried out inbound marketing techniques for our startup.

July 2011 — January 2013

Community Ambassador, CRM Students, Bristol UK: Bridged communications between management and the students living in the building. Performed welcome days for newcomers and greeted prospective tenants with an approachable face for the brand. Acted as first call for assistance and support.

Education

University of the West of England (UWE), Bristol
September 2013 — July 2016

BSc. (Honours) Digital Media

Explored the advances in the adapting space of digital design. Completed modules in graphic design, content writing, interaction design and more. Studied historical design trends and influencers. Acquired strong understanding of visual communication.

The Grammar School, Limassol
September 2009 — July 2011

Graduated with leaving certificate of 17/20

Achieved A Levels in Computing, Statistics and Mathematics

American Academy, Limassol
September 2004 — July 2009

Completed GCSEs in English, Mathematics, Modern Greek, ICT and Design & Technology

Hobbies & Interests

Music - I'm a self-taught guitar player and I occasionally jam with friends.

Cinema - I am truly fascinated by the magic of film and cinema. I often produce and create my own short travel movies

Action Sports - I enjoy mountain biking, skateboarding and playing football.

Gaming - I love adventure games, driving and cooperative multiplayer games. Co-founded [WARPGaming](#), a local gaming community of 450 members and the largest Warhammer community in Cyprus. I run the social media and website.