



Portfolio - www.nikitasstamoulis.com **Contact** - +44 7479491188 / stamoulis.n@gmail.com

Creative storyteller with more than 10 years of experience in graphic design, videography and motion graphics, working with small start-ups to busy creative agencies for a broad range of clients.

WORK EXPERIENCE

Creative Designer & Videographer Freelance

2012 - Present

I've worked with a variety of clients creating original high-end creative solutions to briefs. By understanding their brand and objectives, running creative brainstorming sessions and partnering with the relevant stakeholders I've managed to bring new ideas to life through compelling visual storytelling.

- Development and execution of [design solutions](#) for a variety of corporate and commercial clients across print and digital, including artworks, logos, OOH, print, press and website design.
- Extensive experience in end to end [video production](#) and workflows, including ideation, storyboarding, directing, shooting and editing, for a variety of digital platforms (YouTube, TikTok, Instagram, websites) and other offline channels.
- Creation and implementation of [social media](#) content strategies and campaigns with “build for platform” mindset.
- Analysing and reporting on the performance of content, including engagement, reach, and conversions and effectively communicate it to key stakeholders.
- Production and execution of [photoshoots](#) from concept to delivery, including high end retouching.

Notable projects/clients

[NHS, Dean Street](#) Multiple projects

Creation of visual assets and videos for their “Make PrEP available” campaign by translating abstract briefs into engaging storytelling.

Increased 30% of their Youtube traffic by conceptualising and producing an online fitness series and other SEO optimised instructional/informational videos.

[LX Lab London](#) New home and beauty luxury brand

Responsible for brand development resulting in selling 90% of the initial stock during the first year of launch through a complete social media and marketing strategy supported by social-first SEO optimised content, product photoshoots and the design and development of a customer focused e-commerce website.

[LOLO Creative](#) Creative & Design studio

Head of creative team tasked with rebranding the agency's visuals and website with main focus to boost brand awareness and showcase the product offering.

Lead Creative/ Videographer at LightFarm Ltd, Creative agency & multimedia production

2015 - 2022

Accountable for developing creative solutions and conversion driven multi-channel campaigns using graphic design, video production and motion graphics for a variety of **B2C** and **B2B** clientele (incl. NHS, SC Johnson, Startling Publishing Ltd).

- Hands-on creative tasks, including graphic design, illustration, layout, artworking, asset preparation and storyboarding.
- Development of long/short form videos (fiction, interviews, testimonials) including artistic direction, casting and coaching talent, filming, lighting and editing.
- Editing and repurposing existing content.
- Managing a team of 6 junior/middleweight creatives
- Presenting finalised ideas and concepts to clients and communicate the status of every project with appropriate stakeholders on a regular basis.

- Ensure that all projects are delivered on time, on budget and with excellence in quality and design.
- Acting as the **brand guardian & ambassador** of the agency, owning and managing the visual representation of the agency through monthly newsletters, advertising, social content/campaigns and all digital assets.

Producer/ Director at Antenna TV, Prominent Greek TV station.

2011 - 2014

Working with the **Marketing Department** my responsibilities focused on building the digital/web presence of the TV Channel and the promotion of their new streaming platform, Netwix.

- Leading ideation sessions to come up with digital promotional materials.
- Producing, directing and filming exclusive backstage videos for [ANTENNA WebTV](#) leading in 60% increased website traffic by in the first 6 months and 40% uplift on social media engagement.
- Achieved 300,000 new subscriber conversion for streaming platform Netwix during launch week through celebrities' social media documentary

Video Producer, Photographer at Men's Heath, health & fitness magazine brand

2013 - 2014

Responsible for **shooting, editing and producing** backstage videos of the cover photo shoots as well as motion graphic videos to promote the magazine's monthly issues.

SKILLS

Adobe CC	Premiere Pro, Photoshop, After Effects, Illustrator, InDesign, Acrobat, Audition, Lightroom
Office Suite	Microsoft Word, Excel, PowerPoint
Other	Figma, Final Cut Pro, Wix, Wordpress & CMS, Sovy Vegas, Later, Hootsuite
Languages	Greek - Native, English - Fluent
Technical	Film Direction, Camera Operation, Light Design, Audio Recording, Photography, Retouching, Video Editing, Colouring, Sound Design, Typography, 3D Objects, Casting
Personal Skills	Creativity, Cooperation, Communication, Innovation, Organizing

EDUCATION

2012	NEW YORK FILM ACADEMY Filmmaking and Production Workshop
2010	ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS Graduate degree in Marketing and Communication

INTERNSHIPS

2009-2010	PRESIDENT OF LOCAL COMMITTEE National Kapodestrian University of Athens Responsible for the overall growth of the local committee and management of a team of 5 VPs. Strategy, KPIs, Budget and Team Development
2009	NATIONAL EXPANSION TEAM National Team Research and implementation of the organization expansion to other Greek cities
2008-2009	MARKETING AND COMMUNICATION VP Athens University of Economics & Business Brand guardian and ambassador. Design of the communication strategy and all promotional materials.
2008	NATIONAL WEB DESIGN TEAM National Team Responsible of all the website graphics.
2007-2008	PROJECT TEAM LEADER Athens University of Economics & Business Managing a team of 3, Organising learning events and promoting internships.