

CHRISTINA LORIDAS

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PORTFOLIO

christinaloridas.com

EDUCATION

MASTER OF SCIENCE

Global Studies &
International Relations:
Global Student Mobility
2016 | Northeastern University

BACHELOR OF ARTS

Communications & Journalism
2010 | Suffolk University

ATHENA ABROAD INTERNATIONAL PROGRAM

2010 | Paros, Greece

SOFTWARE

Contentful
Wordpress
Microsoft Office Suite
Google Suite
Wrike
Adobe Creative Suite

SKILLS

Digital Copywriting
Content Planning
Script-writing
Photography &
Video Planning
On-Set Art Direction
Project Management
Vendor Management
Multi-Lingual

Innovative and detail-oriented creative storyteller with over five years of experience in international education and travel.

PROFESSIONAL EXPERIENCE

MARKETING COPYWRITER | SHORELIGHT | 05.2017 – 10.2019

Composed and maintained unique brand voices for 19 international education programs and university partnerships, serving students across 172 countries

Crafted strategic copy for university guidebooks, campaigns, email nurtures, ads, brochures, flyers and website content representing over 2,000 degree programs

Partnered with the Creative Director to develop consumer-facing initiatives in order to drive top of funnel customer engagement. In particular Shorelight Student Stories – an initiative featuring successful international students. Contributions included directing student interviews, script writing, storyboarding, and providing on-site art direction.

Managed content creation for an in-house university student app, worked cross-functionally to successfully launch with full student adoption

Contributed to the content strategy of Shorelight's consumer facing website launch, developing copy to increase site engagement and drive B2C sales

Managed and built Shorelight's first corporate style guide

Collaborated closely with marketing leadership, designers, engineers, photographers, and production teams to ensure brand consistency across multiple channels

CONTRIBUTING WRITER | PORTES MAGAZINE | 12.2012 – 01.2016

Curated and wrote feature and editorial articles for Greek-American lifestyle magazine, highlighting trends, current events and news to 3,000+ subscribers and online visitors

Partnered closely with editors to advise on trends and develop compelling topics and social content based on key performance indicators amongst readers

Analyzed all content to ensure integrity of work met strict quality standards while maintaining crucial deadlines

N.U. IN PROGRAM ASSISTANT | NORTHEASTERN UNIVERSITY

06.2015 – 08.2015

Provided education and assistance to parents and students for N.U.in Program sites in England, Canada, Greece, Ireland and Australia

Coordinated the planning and execution of N.U.in events and communication, including pre-departure orientation, site staff training, and departure sessions, involving over 700 students, staff, and faculty

Proofread and edited formal email blasts campus-wide to all N.U. in parents and students

INTERNATIONAL SITE COORDINATOR | IONIAN VILLAGE TRAVEL CAMP

01.2014 – 08.2014

Served as liaison between U.S. staff and Greece staff, fostering intercultural understanding and teamwork

Planned and executed camp travel trips to Greek Islands for 435 students and staff

Directed 35 staff members with various backgrounds on program initiatives, team-building, and leadership while being responsive to staff needs

Conducted site visits to eight unique venues in Greece to develop an enriching travel program, including educational meetings and cultural excursions

Managed all social media accounts ensuring content was accurately representative of Ionian Village brand