

# MARIA IOTOVA

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## SKILLS

Communication, Digital content, Social media management, Community management, Web writing, Editing, SEO, Google ads, Content management, Copywriting, Digital communications, Team work, Adaptability, Attention to detail  
Multilingual

## REFERENCES

### Robin Bull

[robin@olameraki.com](mailto:robin@olameraki.com)

### Anne Rajoo

[anne.rajoo@itineris.travel](mailto:anne.rajoo@itineris.travel)

## PROFILE

Editor, journalist, and content manager for the hospitality, education, and non-profit sectors. Since 2009, I have worked with international teams in England, Greece, Ghana, South Korea, Mauritius, and Rwanda.

## EXPERIENCE

### Communications & Content Strategist, Self-employed; Remote — 2018-Present

I help brands define their tone of voice and showcase their expertise. I lead editorial teams, create and edit engaging copy for different purposes (e.g., websites, social media, newsletters, media campaigns, workshops), and evaluate the impact of communication strategies on the organisation's performance.

### Managing Editor, [expat.com](https://www.expat.com); Mauritius — 2016-2017

Built Expat.com's editorial team from the ground up by taking the pulse of over two million followers, recruiting and supervising a team of 60+ freelancers globally, and regulating an annual budget.

### Assistant Editor, [Savoteur](https://www.savoteur.com); Greece — 2014-2015

Collated the work of international stakeholders to ensure smooth communication and digital publishing processes. I represented Savoteur on a wide range of communication practices and organised the agenda of the managing editor.

### Newspaper Reporter, [Daily Graphic](https://www.dailygraphic.com); Ghana — 2012-2013

Covered cultural, political, and development stories for Ghana's national newspaper. Attended press conferences, conducted interviews, and teamed up with editors, photographers, and graphic designers.

### Admissions Advisor, [INTO University](https://www.into.ac.uk); England — 2011-2012

Assessed academic and English language qualifications, and admitted international students in leading universities in the UK, Australia, the USA, New Zealand, and Canada.

## EDUCATION

### University of Sussex, England; MA in Journalism — 2011

### Panteion University, Greece; BA in Communication — 2007

## VOLUNTEER WORK

### Communications Manager, [Nshuti](https://www.nshuti.com); Rwanda — 2019-Present

### Communications Assistant, [Greek Council for Refugees](https://www.greekcouncilforrefugees.org); Greece — 2018

### English Language Teacher, [Amal Learning For Refugees](https://www.amallearningforrefugees.com); Remote — 2017-2018

### Project Manager, [Dieu Vivant Montessori School](https://www.dieu-vivant-montessori-school.com); Ghana — 2012

### Assistant Press Officer, [B & M Theocharakis Foundation](https://www.b-m-theocharakis.com); Greece — 2010