

# MIHALIS MICHAILIDIS

Strategist. Storyteller. Social listener

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London, E2 6AL

## SKILLS

### Strategy

Brand & Creative Strategy  
Social Media Strategy  
Behavioural & Consumer Insight  
Qual & Quant Research  
Project Management  
Social Listening  
Focus Groups & Interviews  
RFPs & Pitches

### Creative

Conceptualising  
Design (Adobe, Figma, Canva)  
Storytelling  
Content Creation  
Scriptwriting

### Personal

Presentation & Communication  
Public Speaking  
Podcasting  
Theatre & Acting  
Multi-industry Experience  
(healthcare, hospitality,  
non-profits, arts)

## HIGHLIGHTS

D&AD

- New Blood Award

Albert Bartlett

- Jersey Royals TV Ad

Ferrero - Nutella

- Integrated Campaign

## MY BIO

### ACCORDING TO MY MATE, CHATGPT

Creative and culturally curious strategist with a D&AD New Blood Pencil and a Master's degree (Distinction) in Creative Advertising. My background spans D2C advertising, social media and employer branding, as well as healthcare and hospitality. I specialise in social strategy, storytelling and bold, insight-led and behavioural science-driven work that delivers results.

## WORK EXPERIENCE

Pink Squid | 04/2025 - Present

### Brand Strategist

- Lead social strategies, as well as workshops, stakeholder interviews and research to uncover insights driving brand and EVP strategy.
- Collaborate with creative and client teams to build messaging frameworks, propositions, creative briefs and social media content.

**Led strategic development for four successful new business pitches, securing over £1M in revenue for the agency.**

Dentsu | 01/2024 - 04/2025

### Integrated Strategy Analyst

- Built integrated campaign strategies across B2B & B2C accounts by blending research, cultural insights, and audience behaviour.
- Shaped social, influencer and creative strategy, collaborating with creative teams and presenting ideas to clients.

**Delivered winning strategic responses for major briefs, including cross-market influencer campaigns for 2 leading FMCG brands.**

get2gether | 04/2023 - 01/2024

### Communications & Social Media Coordinator

- Managed digital channels and created the monthly Community Magazine with accessible design and inclusive content.

**Increased event attendance and engagement by 30% through refreshed content strategy.**

Freelance | 05/2020 - Present

### Social Media Strategist & Consultant

- Develop platform-first social content strategies and design content calendars tailored to client goals and consumer behaviour.
- Create visual assets, templates and video edits using Adobe Suite CapCut, and Canva to drive social and product sale growth.

**Achieved 300K+ views on YouTube and over 3M views on TikTok through data-led content planning and consistent engagement.**

## EDUCATION

Edinburgh Napier University | 09/2023 - 10/2024

- **Master of Science in Creative Advertising (Distinction)**

Edinburgh College | 01/2019 - 01/2020

- **SCQF Level 6 in Filmmaking**

University of Thessaly | 09/2013 - 07/2017

- **Bachelor of Science in Medical Technology**