

# Nikola Sofatzis

ELM COMMUNICATIONS



## Work Experience

### COMMUNICATIONS ASSISTANT

Elm Communications | April 2023 - Present

Following my internship I have joined Elm Communications as a Communications Assistant. At Elm we are focused on supporting government agencies and local Canberra institutions to improve their communications from the inside out. I love working with our team to deliver communications plans for a wide range of clients. I am particularly interested in the work we do with communications teams to evaluate what services they are providing and how they can be adding maximum value to their organisation. My responsibilities include:

- Social media management
- Meeting with clients
- Developing proposals for new work
- Research and analysis
- Content development to support strategy implementation

### ASSISTANT MANAGER

Anytime Fitness | Nov 2021 - April 2023

As the Assistant Manager of Anytime Fitness in Chisholm I had the following responsibilities:

- Interact positively and enthusiastically with prospects to build rapport and sell memberships.
- Respond to general member enquiries over the phone and in writing with high quality.
- Collaborate with a small team to carry out general administration duties.
- Social media management - create content and copy for social media, as well as monitor engagement and analytics on social media pages.
- Assist in creating processes to onboard new members.
- Contribute to a positive club atmosphere to engage and retain members.

Key achievements:

- Developed a range of customer service and sales skills.
- Gained skills in using social media as a tool to generate leads.
- Gained confidence in dealing with enquiries.

## About

I am passionate about end-to-end strategy development, relationship building and social media. My experience managing social media for a local Canberra gym has allowed me to build up my expertise and understand the importance of social media in communicating with audiences and creating two-way relationships in today's digital world.

I am always eager to learn and broaden my knowledge of the communications industry.

## CONTACT



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## SOCIAL



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@ElmComms

## COMMUNICATIONS INTERNSHIP

Studio Lane Studio | July - October 2022

In this role I was focused on supporting the Strategic Communications Advisor on the implementation of communications strategies and plans for various schemes administered by the agency. This included:

- Content curation and creation
- Hashtag research
- Copywriting
- Monthly reporting & insights
- Assist in strategy development

## MEMBERSHIP SALES CONSULTANT

OrangeTheory Fitness | February - October 2021

Responsibilities:

- Engage with current members and prospects about club services and built understand their health and fitness goals
- Provided organised and timely administration and sales duties, including calling leads, processing membership information, greeting customers, and handling general enquiries both over the phone and in writing
- Assist in generating live content for social media, in particular, Instagram stories

Achievements:

- Understood the way that social media can enable businesses to grow, reach wider audiences and promote a positive brand image
- Developed my written and verbal communication skills in a customer service environment

## Extra-curricular activities

- Hellenic Youth Club (HYC) – 2023 Committee member.
- UC Communications Society (UCOMMS) – 2021 & 2022 member and part of the organising committee for the Communications Ball in 2021.
- Canberra Hellenic Dancers (2014-2021)
- Soccer – Monaro Panthers (2016-2018)
- St Clare's College – various carnivals, charity days and committees

## Education

Bachelor of Communications and Media (Corporate and Public Communication)  
University of Canberra  
GPA: 6.75 2021-2023

St Clare's College Canberra  
ATAR: 95.15  
2015-2020

## Personal skills

Competent in wide variety of software

Excellent customer service skills

Time management skills with ability to prioritise and multitask.

Social media management

Content creation

## A little about me

Outside of my love for strategy development, social media and relationship building, you'll find me throwing around some weights at the gym, at home cosied up with a good book or walking my dog Belle.

I am also a member of the Hellenic Youth Committee, which keeps me in touch with her Greek heritage. My love for my heritage has also developed into a passion for travelling and exploring different cultures across the world.

