

PROFILE

Born in downtown Athens in 1981, he studies Sociology at the Panteion University of Social & Political Sciences.

Using personal computers since the late 80's and the internet & web since the late 90's, he then acquires an MA in "*Virtual communities: socio-psychological perspectives & technical applications*", foreseeing the radical ramifications that the popularization of web publishing tools, later known as Web 2.0, would bring to nearly every level of social organization.

Early 2008, he publishes his Thesis, the first thorough & extended academic research on the Greek-speaking blogosphere entitled "[Blogging in Greece: profile, motivations & practices of greek-speaking bloggers](#)" while actively participating in the emerging Greek-speaking blogging community through blogging, independent online publishing and citizen-journalism practices, including the founding of a well-known team blog already active since 2005.

At the same time, he collaborates with both business and non-profit organizations on a wide range of new-media projects related to political communication, journalism, activism, academic research and the entertainment industry.

In 2010, he joins the team of [Communication EFFECT](#) to establish and lead the agency's Digital Communication department as Digital Director, at a time when social media and digital strategy were still relatively new within the Greek communication sector, working with clients such as Ericsson, Spotify, Airbnb, Athens Brewery, TEDxAthens, Intralot, the Greek National Opera, ministries, municipalities, political parties and more. Communication EFFECT is an integrated communication services agency affiliated with [Edelman](#), the world's largest independent PR network.

In 2014, he returns to freelancing and his multidisciplinary background, participating in creative, complex and conceptually pioneering web projects through the development, design and editorial strategy of websites, social networks and integrated online-presence planning for clients such as the Stavros Niarchos Foundation, Panathinaikos, Athens Biennale, Golden Dawn Watch, the European Public Law Organization, the Institute for Experimental Arts, MediaHub, Vermantia, political parties and more..

In January 2015, he is recruited overnight to the office of the [Greek Minister of Culture](#) of the Hellenic Republic working on the Minister's office day-to-day portfolio and communication needs.

In September 2015, as the refugee crisis erupts, he moves to the [Ministry of Foreign Affairs](#) joining the press office of the Alternate Minister of EU Affairs and working on the Minister's day-to-day portfolio and media communication.

From November 2016 to July 2019, he moves to Maximos Mansion and joins the office of the newly appointed [Minister of State & Government Spokesperson](#) of the Hellenic Republic as an expert advisor, working on the day-to-day [Government](#) & spokesperson 's portfolio, media monitoring and public communication strategy.

From February to November 2020, he returns to the art world as Head of Communications for the [7th Athens Biennale 2021 ECLIPSE](#), responsible for strategic communication planning, public relations, press & digital office. AB7: ECLIPSE is produced by the [Athens Biennale](#), co-financed by the Hellenic Republic and the European Union, performs under the auspices of the [Hellenic Ministry of Culture and Sports](#) and realized in partnership with [Onassis Culture](#).

Since January 2021, following a short break during the pandemic, he has returned to freelancing from his home office, developing e-shops, news, tourism, cultural and academic websites, as well as their broader digital and editorial presence, for clients such as the Museum of Cycladic Art, the Association of Social Anthropologists, VMP Architects, VD Architects, TEXTO Translations, MetaxArt Workshops, The Old Distillery, Âme Nomade, Restia, Frank Tailor, Pedal Greece and

more, while continuing his long-standing independent online publishing and commentary activity focused on current affairs, media and politics.

Since 2024, drawing on his interdisciplinary background in sociology, political communication and journalism, he has been responsible for the planning, production and local coordination of socio-political educational study visits in Athens focusing on Greece, within the framework of the German Bildungsreisen programme, working with the educational centre [Forum Unna](#) and the trade union education organization [Arbeit und Leben](#).

Since 2026, he has been working with [TVXS](#), a Greek independent news outlet, overseeing digital strategy and the development of its online presence, including website development and social media strategy. As digital content & visual storytelling editor, he leads the editorial adaptation of newsroom content into platform-native visual narratives, shaping how journalism is presented and experienced across social platforms.

This is it for the moment. For a more detailed portfolio, please check [behance](#). For a more detailed CV, please check [sharingiscaring.gr](#) and [linkedin](#). Thank you.

EXPERIENCE

FREELANCER, STRATEGIC COMMUNICATION SERVICES. 2014-PRESENT

Integrated online-presence strategy planning. Websites & social networks development, design & editing. Campaigner.

Association of Social Anthropologists Greece || VMA architects | Vovousa Festival | Historical Archive of Donousa | Institute for Experimental Arts | Panathinaikos F.C. | Golden Dawn Watch | MEDIAHUB S.A. | Void Network | VD architects | MetaxArt Workshops | Restia | Culture Collective | The Old Distillery | Sofia Therapy | Nema Media | Âme Nomade | Frank Tailor | Pedal Greece | Donoussa 1876 | Drosero | Argaleios guesthouse | Green Evolution | Eleni Kanellopoulou | Olga Stéfatu | Nikos Xydakis electoral campaigns | Greens & DIMAR electoral campaign | Sporos | Demos | Ellada21 | Comparative & International Education Review | What Street Party | George Danopoulos | Hellenic Society for the Study of Inborn Errors of Metabolism | Kirasó | TVXS

TVXS | DIGITAL STRATEGY & VISUAL STORYTELLING EDITOR. 2026-PRESENT

Digital strategy, website development & management, social media strategy and content production. Editorial adaptation of newsroom content into platform-native visual narratives.

FORUM UNNA | ARBEIT UND LEBEN - SOCIO-POLITICAL EDUCATIONAL STUDY VISITS. 2024-PRESENT

Planning, production & local coordination of educational study visits in Athens focusing on Greece's political, social, economic & cultural landscape, within the German Bildungsreisen programme.

MUSEUM OF CYCLADIC ART | HISTORICAL ARCHIVE OF DONOUSA - WEB PRODUCER. 2023-2024

In charge of the implementation of the Historical Archive of Donousa on the web, i.e. the architecture, design and development of the website as well as the editing & management of its online content.

ONASSIS CULTURE | ATHENS BIENNALE - HEAD OF COMMUNICATIONS. 2020-2021

Strategic communications planning, public relations, press & digital office for the 7th Athens Biennale ECLIPSE. Co-financed by the Hellenic Republic and the European Union, under the auspices of the Hellenic Ministry of Culture and Sports, in partnership with Onassis Culture.

HELLENIC REPUBLIC | MINISTER OF STATE & GOVERNMENT SPOKESPERSON - POLITICAL & COMMUNICATIONS OFFICE. 2016-2019

Special advisor. Working on day-to-day Government's portfolio, spokesperson's briefings, web communications, campaigner.

HELLENIC REPUBLIC | ALTERNATE FOREIGN MINISTER FOR EUROPEAN AFFAIRS - POLITICAL & COMMUNICATIONS OFFICE. 2015-2016

Special advisor. Working on day-to-day Ministry's portfolio of EU affairs. Press office.

HELLENIC REPUBLIC | MINISTER OF CULTURE - POLITICAL & COMMUNICATIONS OFFICE. 2015

Special advisor. Working on day-to-day Ministry's portfolio. Press office.

STAVROS NIARCHOS FOUNDATION | CARAVAN PROJECT - BRANDING, WEB PRODUCTION. 2014

Anthropological & educational documentary project on existential issues in the years of Greek Crisis. Proposal desing, plot design, process design, brand id design, web production. Project's being funded by Stavros Niarhos Foundation.

ATHENS BIENNALE | CURATORIAL TEAM, COMMUNICATIONS OFFICE. 2013

4th Athens Biennale AGORA at the former Athens Stock Exchange building. Content co-production & co-management. System co-design & co-management. Community co-building & co-management. Web articulation co-design & co-management.

COMMUNICATION EFFECT S.A. | DIGITAL DIRECTOR. 2010-2014

Communications. Web. Content. Branding. Developing, designing, administrating, content managing, consulting, integrating online-presence & strategy planning.

Websites, campaigns & socialmedia accounts.

Airbnb | Ericsson | HP | Spotify | Δήμος Αθηναίων | Εθνική Λυρική Σκηνή | TedxAthens | Expedia | Europa | EPLO | Αθηναϊκή Ζυθοποιία | UP Greek Tourism | Intralot | ΥΠΕΚΑ | Υπουργείο Παιδείας | ΚτΠ ΑΕ | ΔΕΗ | Οικολόγοι Πράσινοι | Εκπαιδευτήρια Δούκα | CQS | Dandy gourmet | Vermantia | Petros Efthimiou | Mantzouranis Law Firm | TEXAN | Θέατρο Οδού Κεφαλληνίας

LEFT MEDIA S.A. | WEB PRESENCE ARTICULATION & CAMPAIGN MANAGEMENT. 2009

Political Communication Web Strategy Planning, Social Media consultantation, website administration. A large-scale web-strategy plan which combined political communication, journalistic reporting and traditional marketing for Synaspismos (party), Syriza (party), Avgi (newspaper), Sto Kokkino (radio station), idrima poulantza (institute). Redesigning, building, updating the websites and the related mechanisms in the organization inwards and outwards. Employment of the EU-elections campaign [syriza.eu] in collaboration with UPset.

PEGASUS INTERACTIVE S.A. | INTERACTIVE WEBSERIES. 2008

dikiasou.com - the first greek, interactive web-series (40episodes)

Script writting. Social media consultantation. Marketing assistance, Information Architecture. Website administration.

EDUCATION

PANTEION PANEPESTIMION IKONOMIKON KAI POLITICON EPISTIMON — PHD CANDIDATE, 2009

How social subjects can address to physical space problems using virtual space tools. «Social media as a means of expression, co-operation, auto-organization and collective action: internet use during #griots». Keywords: Web communication, social media, sociology, political communication, media theory.

PANTEION PANEPESTIMION IKONOMIKON KAI POLITICON EPISTIMON – MA,
2005-2008

MA 2-years program: «Virtual Communities : Psycho-Sociological Perspectives & Technical Applications». MA *Thesis*: «Blogging in Greece: profile, motivations & practices of greek-speaking bloggers»

PANTEION PANEPESTIMION IKONOMIKON KAI POLITICON EPISTIMON – FIRST
DEGREE, 2000-2005

Sociology.

SKILLS

COMMUNICATION ONLINE STRATEGY. Web communication concepteur | Website & web presence development | Content production, curation & management | UI & User experience| Interactivity architecture, engineering & management | Web editing, administrating | Social media & Word of mouth marketing (womm) | Monitoring - Analyzing - Reporting - Optimizing | Team management & community building | Online (ad) campaign planning & execution | seo & sem | New media project management | Web political communication management | Brand building | Live coverage

COLLABORATIVE GOVERNANCE. Team management & community building | Collaborative Planning Processes | Collaboration platforms | Organizational culture | Crowdsourcing | Knowledge management

FIELD RESEARCH. Journalism | Internet research | data mining | observation | participant observation | field notes | in-depth interviews | focus groups & group interviews | media-use diaries and other forms self-documentation | documents and other artifacts | content analysis | questionnaires and surveys | SPSS processing | participant feedback | cultural probes | scenarios | personae/archetypes | mappings | participatory design

OTHER IMPORTANT. Multimedia Writing & editing skills | journalistic skills | 100% technical understanding with web designers, developers & software engineers for more sophisticated projects needs | Zeitgeist hunter | Textual & visual poetic flavor

EXPERTISE. Digital Communication Strategy. Web Content Management. Teamwork. Website Development. Content Strategy. Social media. Journalism. Digital Communication. Research. Analysis. Information Architecture. Digital Curation. Social Media. Community Building. Web Editing. New Media. Project Management. Copywriting. Social Networking. Online Publishing. Wordpress. Blogging. Twitter. Facebook. English. Non-profits. Social Media Marketing. Online Reputation Management. Editing. Usability. Press Releases. Administrative Work. Crowdsourcing. Online Research. Photography. Music. Public Speaking. Brainspotting. Online Advertising. WordPress. Content Management. Brand Development. Measurement. Advertising. Newsletters

LANGUAGES

Ελληνικά, english, français

INTERESTS

Nature. Arts. (New) Media. Journalism. Photograpy. Music. Dancing. Team & Community Projects. Travelling. Politics and Urban & Cyber Culture. Internet & Society. Psychoanalysis. Public Domain. Social Web. Online Journalism. Online media. Online communities. Anthropology. Communication. Culture. Cultural Studies. Popular Culture. Digital Humanities. Digital Culture. Interactive & Digital Media. Digital Arts. Digital Identity. Mythology. Social Sciences. Distributed Systems. System Dynamics. Cybernetics. Digital Media. New media. Digital Storytelling. Google. Digital Marketing. Virtual Revolution. Information Science. Digital Era. Library & Archival Science. Digital Preservation. E- government. Sustainability. Psychology. Sociology. Anthropology. Conversation Management. Social Research. Organizational theory | Organisational

behavior | Organizational design | Organization development | Network theory | Social network analysis | Collaborative Innovation Network | Collective intelligence | Communicative ecology | Wikinomics

REFERENCES

Upon request.

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sharingiscaring.gr

<https://www.linkedin.com/in/zkarampasis>

<https://www.behance.net/zkarampasis>

X (twitter): [upon request]

panteion.academia.edu/ZafeirisKarampasis

facebook.com/zaaaf

instagram.com/zaf.karampasis

https://www.youtube.com/channel/UC0l64al-1U7TAozhUC_s-Aw

PHOTO

