

PROFILE

Born in downtown Athens in 1981, he studies Sociology at the Panteion University of Social and Political Sciences. Using personal computers since the late 80's and internet & the 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 popularisation of web publishing tools (web 2.0) would bring to nearly every level of life's organisation.

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 by founding a well-known teamblog already running since 2005. At the same time, he works with both business and non-profit organisations in a number of new-media projects: political communication, entertainment industry, academic research, activism and journalism related.

In 2010, he joins EFFECT's team, responsible for the Digital Communication department development as EFFECT 's Digital Director for clients such as Ericsson, Spotify, Airbnb, Athens Brewery, TedxAthens, Intralot, National Opera, Ministries, Municipalities, political parties and more. [Communication EFFECT](#) is an integrated communication services agency affiliated with [Edelman](#), the biggest independent PR network globally.

In 2014, he returns to free-lancing and his multi-tasking interdisciplinary background. He participates in creative, complex and conceptually pioneering web projects by developing, designing and editing websites & social networks and in integrated online-presence strategy planning for clients such as Stavros Niarchos Foundation, Panathinaikos, Athens Biennale, Golden Dawn Watch, European Public Law Organization, Institute for Experimental Arts, MediaHub, Vermantia, political parties and more.

In January 2015, the bohemian period is interrupted when he is recruited overnight at [Greek Minister's of Culture](#) office, working on day-to-day Ministry's portfolio.

September 2015, he moves to the [Ministry of Foreign Affairs](#) at the office of the newly-appointed Alternate Foreign Minister of European Affairs.

November 2016 – 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 day-to-day [Government](#) & spokesperson 's portfolio.

January 2020 – January 2021, he is returning to the art world as head of communications department of 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 is realized in partnership with [Onassis Culture](#).

January 2021, after a small break and due to the pandemic, he is now back to free-lancing from his home office developing e-shops, news, cultural & academic websites and their complete online presence.

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

EXPERIENCE

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 & COMMUNICATION 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.

FREELANCER, STRATEGIC COMMUNICATION SERVICES. 2014-PRESENT

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

Panathinaikos F.C. | MEDIAHUB S.A. | Association of Social Anthropologists Greece | Nema Media | Golden Dawn Watch | Vovousa Festival | Institute for Experimental Arts | Àme Nomâde | Frank Tailor | Drosero | Void Network | Argaleios guesthouse | Green Evolution | Eleni Kanellou | 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

CARAVAN PROJECT, PLOT & ID DESIGNER - 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 Niarchos Foundation.

ATHENS BIENNALE, CURATORIAL TEAM - COMMUNICATION 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 [syryza.eu] in collaboration with UPset.

PEGASUS INTERACTIVE S.A., INTERACTIVE WEBSERIES. 2008
dikiasou.com - the first greek, interactive web-series (40 episodes)
Script writing. Social media consultation. 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. Photography. 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.

CONTACT DETAILS

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

twitter: [upon request]

panteion.academia.edu/ZafeirisKarampasis

[facebook.com/zaaaf](https://www.facebook.com/zaaaf)

[instagram.com/zaf.karampasis](https://www.instagram.com/zaf.karampasis)

<http://pinterest.com/chacakhan>

PHOTO

