

Alexia Kyriakopoulos

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Education

NYU Tisch School of Arts
(New York, NY)
Interactive Technology, MPS
Grade: A
Sep 2016 - May 2018

Emerson College
(Boston, MA)
Marketing Communications, BS
Minor: Psychology
GPA: 3.7, Cum Laude
Sep 2010 - May 2014

Certificates

- **Google's** digital marketing leadership course, Squared Online
- **Flatiron School**, Intro to Front-End Web Development

Technology

- Adobe Suite (Photoshop, InDesign, Illustrator, Premier, After Effects)
- Unity 3D, Unreal Engine
- HTML, CSS, JavaScript
- Max MSP
- Movie Magic (Budgeting and Scheduling)
- Google AdWords & Analytics

Languages

- English (native)
- Greek (native)
- French (conversational)

Awards

- **"Best VR Experience"**
76th Venice Film Festival
- **"Best VR Experience"**
Global Film Festival Awards
- **"Silver Award"**
Virgin Spring Cinefest
- **"Faculty Commendation"**
New York University
- **"Outstanding Achievement"**
Cult Critic Movie Awards
- **"Best VR/AR and 360 Film"**
Calcutta Int. Film Festival

Work Experience

Wonder Immersive - Athens
Founder & CEO

Greece

Jan 2020 - Today

- Wonder Immersive is an immersive entertainment tech startup specializing in offering gaming and immersive narrative experiences to users of all ages by globally sourcing and delivering state-of-the-art content and technology.

Arvore Immersive - Sao Paulo/ LA
Creative Producer/Investor

Brazil/USA

Sep 2018 - Jan 2020

- Managed the day-to-day processes of all VR/AR projects and identified best practices for immersive content development.
- Developed new business opportunities and identified new content licensing targets for Arvore's VR centers in Brazil.
- Pitched and developed creative concepts to potential collaborators and acted as a liaison between our development team and production studio partners.

Netflix - Vancouver
Production Assistant

Canada

Jun 2017 - Jul 2017

- Assisted the showrunner during production of the TV series "The Green Beret's Guide to Surviving the Apocalypse": Rewrote scripts, edited production schedules, assisted in location scouting, and organized the set up of props.

Ogilvy & Mather - Athens
Digital Account Executive

Greece

Sep 2015 - May 2016

- Created creative content and social media strategies resulting in a 30% increase in engagement rate across all digital platforms for IKEA Greece.
- Wrote creative briefs, POVs and brand audits for key accounts and new potential clients resulting in 2 new client account acquisitions.

FOX Digital Studio - New York
Branded Content Assistant

USA

May 2015 - Jun 2016

- Developed co-production opportunities for branded content web series and films.
- Found and prepared the ground for a \$2.5M+ partnership deal with AOL.
- Conducted tasks such as script coverage, sales planning, competitive research, compiled weekly reports on industry trends and oversaw the drafting of contracts for all creative partners.

FOX International Channels - Los Angeles
Global Marketing and PR Intern

USA

Jan 2014 - Apr 2014

- Worked alongside the Global PR Director to set up international press junkets for the TV series "The Walking Dead" and compiled press reports for the show's international performance, resulting in a \$12M PR value.

Selected Projects

- Creative Producer, "The Line", Immersive VR Experience Oct 2018 - Mar 2019
- Co-creator, "Sygnomi", Interactive VR Experience Jan 2018 - May 2018
- Co-Creator, "Metatorium", Interactive window display Sep 2017 - Nov 2017
Location: Broadway & 12th Street (New York City)
- Co-Creator, "Time Machine", Live Mocap Experience Sep 2017 - Dec 2017
- Co-Creator, "Normal Day", Interactive 360 Video Film Feb 2017 - Sep 2017