



STELLA PAHINIS | CV

Strategic Communications | Senior Advisor, Manager & Copywriter

My goal is to create positive and lasting outcomes for people, culture and our planet. Let's work together and I will provide:

- Devoted energy, perseverance, and authentic enthusiasm
- Thought and people leadership, strategy, concepts and content delivery
- Results that inspire and lead to circular action

Reach out

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www.stella.cr/eative

Cimburgalaan 60, 4819BD Breda, NL

Skills

- Listening
- Thought & team leadership
- Brand building & storytelling
- Internal, external, B2B, B2C, and executive communications
- Copywriting, writing and management for diverse sectors (non-profit, startups, SMB, & corporates)
- Reporting (annual reports, sustainability, strategy, surveys)
- Communications strategy, plan, development and completion
- Marketing strategy, plan development and completion
- Concept, campaign, event design & organization
- Media relations
- Experienced in various design, website and social platforms (Adobe suite, WP, Canva, Hootsuite, Hubspot)
- Conversational AI, prompt design
- Always learning about sustainability, ESG, climate action, culture, AI technologies and much more.

Education

- Sustainability | ESG | Mobility (Coursera, Udemy)
- **Conversational Design Institute** | conversational design and copywriting | AI trainer | prompt design
- **1993-96 | Concordia University, Montreal, Canada** | Bachelor of Arts in Communication Studies, minor in Political Science

Languages

- English: native
- French: very good
- Dutch: good (constantly improving...)
- Greek & Spanish: good chat

Experience (selection)

Previous experience and references available upon request.

- **Senior advisor, manager & copywriter · August 2011 – present | Stella Creative**
Creative and strategy concepts, branding strategy, internal, external communications, sustainability & DEI, reporting, copywriting and editing, conversational AI, visual identity & website building, PR, communications advice, management and campaign rollout
- **Senior communications advisor · July 2020 - present | Squad Mobility (urban solar mobility)**
Public relations, press releases, executive & sustainability comms, strategy, events, media and communications activities, socials, videos
- **Senior communications advisor · July 2020 - April 2023 | LIBER (nonprofit)**
Network, executive, social, external and internal communications, strategy, annual, survey reports, advice & planning, DEI and sustainability communications strategy, website coordination and management, team management, campaigns, surveys, website strategy
- **Communications manager · February 2022 - October 2022 | Knowledge Rights 21 (nonprofit)**
Communications strategy and plan, media and programme communications activities
- **Communications advisor · February 2022 - October 2022 | SPARC Europe (nonprofit)**
Website copy and blog posts
- **Freelance copywriter · October 2022 - April 2023 | ASML**
Writing for new company intranet, corporate, internal, finance & IT communications
- **Freelance copywriter · July 2021 - July 2022 | Philips / Signify**
Writing Philips products blogs posts for SEO, product descriptions for online and print for sub-brand WiZ, product taglines, video story for Philips and WiZ Connected
- **Freelance senior copywriter · December 2019 - present | Modular Lighting Instruments**
Writing internal & external communications assets: blogs, socials, whitepapers, mood boards, website, product and designer stories, email campaigns, product names, slogans, etc.
- **Freelance medical copywriter · March 2016 - March 2018 | Materialise**
Working with medical 3D printing marketing team and writing blogs, case studies, whitepapers, campaigns, names and slogan
- **Communications manager - May 2017 - July 2018 | Dux-Soup**
Leading project teams for communications and marketing - branding - website - content
- **Corporate communications, Principal, marketing communications · November 2007 - May 2011 | Exact**
Strategy, marketing campaign, creative concepts, brand enrichment, art direction, external, executive, corporate, sustainability communications, design, leadership conferences, employee engagement, press releases