



STELLA PAHINIS | CV

Strategic Communications | Senior Advisor, Manager & Copywriter

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

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

Reach out

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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 CDR, CCS and CCU, climate action, culture, AI technologies and much more.

Education

- Climate, CCS, social impact comms (The Comms Network) Sustainability | ESG | Mobility (Coursera, Udemy)
- **Conversational Design Institute** | conversational design and copywriting | AI trainer | prompt design
- **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
- **Senior communications advisor (interim)** · July 2020 - June 2024 | **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
- **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.
- **Communications manager** · February 2022 - October 2022 | **Knowledge Rights 21 (nonprofit)**
Communications strategy and plan, media and programme communications activities (contract)
- **Communications advisor** · February 2022 - October 2022 | **SPARC Europe (nonprofit)**
Website copy and blog posts (contract)
- **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 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 & marketing communications, Principal** · 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