Thanasis Karavasilis

Editorial and Content Manager | Creative Lead

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SUMMARY

Editorial professional with 10 years of experience in content creation and editing, and managing creative teams, particularly in the areas of entertainment, gaming, technology, and geek culture; Led a team of 15 creatives to produce high-quality content on time and on budget, resulting in a 20% increase in readership. Implemented new editing processes resulting in a 50% reduction in errors in final content. Developed and executed content strategies that increased website traffic by at least 30%. Strong skills in relationship building and an inquisitive mindset. Worked with top companies and publications around the world.

WORK EXPERIENCE

Senior Copywriter & Content Manager

wappier & dsphere & OCEEF · Dec 2021 (Current)

• Researched industry-related topics on blockchain, NFTs, mobile gaming and identified gaps in content

• Written original copy for promotional material, ads, and social networks resulting in a 60% increase in website traffic

• Prepared and published product and marketing articles, resulting in a noticeable increase in sales

• Maintained brand consistency across channels and reduced publishing errors by half

• Edited and fact-checked all content generated by colleagues to ensure accuracy and consistency with company guidelines

• Implemented SEO practices to optimize articles and increase visibility, resulting in an increase of organic search traffic

• Shaped language and tone in sales emails, banners, and brochures to increase conversion rates

Editor at Large

LDH Inc. (OTAQUEST) · Tokyo, Japan · Apr 2020 to Oct 2021

• Chaired editorial meetings, reviewed drafts, and edited articles prior to publication

• Designed and developed a new content management system, style guide, and marketing/content strategy that increased traffic by 100% in two months

• Managed a team of 4 staff writers, 10 freelance writers, and 1 social media manager

Managing Editor

Gradus Inc. (MANGA.TOKYO & Otsukai) · Osaka, Japan · Sep 2016 to Feb 2020

• Researched, planned, and commissioned new articles to the appropriate writers

• Edited and proofread all site, company, and marketing content to ensure no errors and adhere to the brand voice

• Created the company's Style Guide and helped in shaping the brand identity and voice

• Managed and led a team of 15 direct reports, fostering a positive and productive work environment

• Wrote editorials, articles, promotional and company copy (like newsletters and press releases)

Content Manager

Itcher · London, UK · Jun 2015 to Jun 2016

• Built and executed social media and content strategies through competitive research, platform determination, benchmarking, messaging, and audience identification

• Generated, edited, published, and shared daily content on the webpage, blog, and Social Media accounts (original text, images, video or HTML) to build meaningful connections and encourage community members to interact with the brand
• Optimized the company's Social Media pages to increase the visibility of the company's social content

Localization Editor

[Microsoft (Xbox)](#) · Reading, UK · Oct 2013 to Oct 2014

• Tested projects to identify copy mistakes, localization errors, and functional bugs, resulting in a clear reduction of bugs and errors in final products
• Reviewed language components (e.g. Text & Audio files) before integration to reduce localization errors
• Offered ad-hoc translations and suggested edits to the publishing team

EDUCATION

UX Writing Professional Qualification

UX Writing Academy · Remote · 2022

DipHE in TESOL with Applied Linguistics

University of Central Lancashire · Preston, UK · 2013

BA (Hons) English Language and Communication with English Literature

University of Hertfordshire · Hertfordshire, UK · 2010

- Best in English Awardee
- Writer's Guild Special Distinction for Fiction Writing

CERTIFICATES

Responsive Web Design

freecodecamp • 2021 • Web Development

A 300-hour course focused on HTML, CSS, and JavaScript, with a strong foundation in responsive web design principles and techniques.

Reasoning, Data Analysis, and Writing Specialization

Duke University • 2016 • Reasoning, Data Analysis, and Writing

A collection of three courses dedicated to how to reason, analyze, and write critically, followed by an 8-week final project

Fantasy and Science Fiction: The Human Mind, Our Modern World

English Literature • 2013 • Creative Thinking, Editing, Writing

Collaborated with other students in analyzing key fiction and how it relates to modern world affairs.

Introduction to Philosophy

University of Edinburgh • 2013 • Philosophy • Teamwork, Writing, Editing

Coordinated with a small group of students in creating presentations about key philosophical ideas.

SKILLS

Advanced Computer Skills: Microsoft 365, OpenOffice, Google Workspace, Windows, Linux, Chrome OS, Hardware Knowledge

Teamwork Tools: Slack, Asana, Trello, Monday, Google Workspace, Airtable

Graphic Design and Video Editing Tools: Adobe Creative Cloud, Canva, Figma, Whimsical

Web Development (Front End): HTML, CSS, Javascript

Website & Blog Tools: Squarespace, WordPress, Framer, Webflow

Marketing & Analytics Tools: Google Ads, Facebook Ads, Google Analytics, SEMRush, SimilarWeb, Ahref

Languages: English (Native), Greek (Bilingual), Japanese (Conversational)