

# Elena Andreou

B. A. Marketing | M.Sc. Soc. Information Systems | PhD Candidate

SEO Specialist | Business Strategist | Personal Branding Consultant | Certified HRDA Trainer



A pioneer in digital marketing, founder and CEO of [Go Digital Globally](#) and a few other startups, Elena Andreou has experience of over 20 years in Marketing and Digital Marketing with the focus in the last 7 years entirely on SEO. She studied Law and Marketing & Branding and later on she specialized in Digital Marketing, Search Engine Optimization and DATA Analysis through programming languages (R Programming and Python). Now, she is continuing her specialization and research in gender stereotypes and personal branding through doctoral studies.

On top of her personal commitment to staying ahead of the digital curve and latest trends, Elena is also driven by a long-term determination to give back on both a local and international level. Through her work with her company Go Digital Globally, Elena guides and supports solopreneurs to really take their businesses to the next level.

Elena strongly believes that conscious leaders are driven by a higher purpose. Her goal is to have an impact on society as a whole, rather than solely on increasing the quarterly earnings and online presence of her clients and associates. To this end, Elena is fiercely motivated by her altruistic side, with a particular focus on using her expertise to help women grow and thrive within the business space.

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A strong advocate for empowering women to succeed in businesses, Elena volunteers her services to help inspire and influence women on their entrepreneurial journey, sharing her experience and expertise to help them thrive both in their careers and their lives. Aiming to act as a business compass for both women and businesses looking to navigate the digital world, Elena also aims to create sustainable value through her transformational digital efforts across industries in Cyprus and worldwide.

## **Books, articles and research papers:**

- [Socio-Economic Challenges on Building a strong online presence](#)
- CRISIS? Let's beat it with SEO! 4 Steps to Increase Your Business Profits Now!
- "How smart an AI can get?" (Research Proj: Aw. Pub.)
- "Identifying Patterns to Achieve Competitive Intelligence Using R Programming Through Social Media and Web" (Research Proj: Aw. Pub.)
- [Corona Virus Crisis and the Business World: The Good the Bad and the Ugly!](#)