


Tsagioup Malai

Film Marketing Specialist

 **Email:** info@novavoxfilm.com

Professional Summary

Tsagioup Malai is an experienced film marketing specialist with a strong background in audience engagement, brand development, and digital strategies tailored for the film industry. Over the years, Malai has collaborated with independent filmmakers, international film festivals, and production companies to create impactful marketing campaigns that drive visibility and audience connection.

Professional Experience

Film Marketing Director

NovaVox Productions (2024 – Present)

- Developed comprehensive marketing strategies for films and events, including digital campaigns, social media promotion, and public relations.
- Led audience development initiatives, leveraging analytics to tailor campaigns for diverse demographics.
- Spearheaded the marketing launch of the international co-production "*Broken Dreams*" (2024) across European and Asian markets.

Marketing Consultant

AmiCorti International Film Festival (2023 – Present)

- Designed and implemented marketing strategies to enhance the festival's global reach.
- Partnered with filmmakers and sponsors to promote selected films and workshops through social media and traditional media channels.
- Increased festival attendance and online engagement by over 40% through innovative marketing campaigns.

Film Publicist

Independent Productions (2016 – 2020)

- Managed publicity for independent films, securing press coverage and partnerships with cultural organizations.
- Organized press junkets, premieres, and audience Q&A sessions for successful film releases.

Skills

- **Digital Marketing:** Proficient in SEO, SEM, and social media advertising (Facebook, Instagram, YouTube).
- **Campaign Management:** Experienced in coordinating multi-platform promotional strategies.
- **Event Marketing:** Expertise in organizing red-carpet premieres, panels, and audience engagement activities.
- **Data-Driven Insights:** Skilled in analyzing audience behavior and tailoring campaigns accordingly.

- **Language Proficiency:** Greek, English, and Italian.

Key Achievements

- Successfully marketed over 15 independent films, resulting in increased festival selections and audience reach.
- Partnered with global distributors to expand the reach of independent films in new markets.

Future Projects

- Leading the global marketing strategy for the upcoming drama "*In the Name of Luca*" (2025).
- Developing a comprehensive audience engagement platform for independent filmmakers, integrating AR and VR storytelling experiences.

For inquiries or collaborations, contact Tsagioup Malai at [**info@novavoxfilm.com**](mailto:info@novavoxfilm.com).