



Contact

Location

Athens, Greece · remote-first

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eirilena.com

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Languages

Greek: Native

English: Native-level fluency

Japanese: Basic

Education

MA, Modern East Asian Studies

Goethe University, Frankfurt
2018

BA, Political Science & History

Panteion University, Athens
2015

Skills

Content strategy

Developer marketing

Technical marketing

Engineering marketing

Brand positioning

Brand messaging

Product marketing

Editorial planning

GTM strategy

SEO/GEO

Ghostwriting

Copywriting

Social media content

Social media strategy

Technical content and brand marketing

Eirini Eleni (Eirilena) Papadopoulou

Hi! I'm Eirilena, a technical and cybersecurity content marketer based in Athens, Greece, with 9 years in tech B2B and B2C marketing. I don't write *about* technical products; I give engineers, developers, and product teams the structure, voice, and strategy to tell their own story.

Work history

Jun 2025–present

Head of Content Marketing & Brand **Cyberbit**

Own end-to-end content across the funnel and align GTM teams on launches. Leading a full website rebrand and repositioning, flagship reports, and executive ghostwriting.

May 2023–May 2025

Technical Content Marketing Manager **CrowdSec**

Led developer-focused content strategy and a full rebrand — aligning positioning, website, and GTM messaging for technical audiences, and defining the brand tone of voice.

Oct 2021–May 2023

Technical Content Marketing Manager **Traefik Labs**

Owned developer content strategy and GTM messaging with product and engineering. Maintained the style guide and produced SEO glossary content, tutorials, and customer stories.

Aug 2019–Mar 2021

Content Strategist & Social Media Manager **Snyk**

Owned editorial and social media strategy for developer audiences, supporting launches and ecosystem campaigns and strengthening developer-first security positioning.

Dec 2017–Jul 2019

Tech Editor & Social Media Manager **SANDS Media Group**

Managed JAXenter.com and social channels for a global developer audience, collaborating with 100+ contributors to scale reach and brand authority.

Tools

WordPress | Ghost | Webflow | GitHub | SEMrush | GA4/GSC | HubSpot | Userpilot | Hootsuite | Buffer | Sprout Social | Notion | Confluence | ClickUp | Asana | Canva

