
EFFIE SAMIOS

Ms. Samios is the founder and CEO/CCO of Istros Media, a multi award winning digital creation company that specializes in delivering creative content seamlessly across multiple channels, using the best practices, ideas, people and technology to provide innovative solutions for design, broadcast graphics, content creation, viral marketing, database development, print and video production. Under her leadership, the New York based firm has developed relationships with a wide range of industry leaders, including AMC, DREAMWORKS, GE, Paramount, Sony, and many more.

With over 20 years of senior management experience in design and development, Ms. Samios has built and managed a number of multi-functional teams, and Istros Media currently employs over 15 graphic designers, technical designers, ux / ui designers, programmers and producers. The company has extensive expertise in Animation, Design, Database Design and Integration, E-Commerce Solutions, Editing, Illustration, Oil Painting, Photography, Print and Publication Design, Video Production and UX/UI Design.

Since inception in 1995, the company has earned a reputation for creative innovation, winning over 45 awards for web design and the production of television commercials, including the prestigious WEBBY Award, American Graphic Design Award, Beacon Award, Cannes Cyber Awards , EMMY Award, London International Advertising Award, New York Festival World Medal, Telly Awards, Peabody Award and w3 Awards.

Prior to forming Istros Media, Effie served as both Executive Producer and Line Producer for Johns + Gorman Films, producing more than 300 commercials and multiple award winning Super Bowl ads for clients such as American Express, Budweiser, Lexus, Staples, Little Caesars and Coca-Cola.

Effie is also a Real Estate Agent at Berkshire Hathaway Home Services. Effie approaches real estate as she approached commercial film production, she is an agent of her clients, who range from buying, selling and renting, in Brooklyn, Manhattan and Westchester County. She is experienced in handling all kinds of real estate transactions (renovations, new construction, single family homes, condos, townhouses, multi-unit investment properties, and estates).



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