

Skilled marketer with unique business experience and training in marketing, web design and development, computer science, social media and project management. Credited with being intellectually curious with the ability to quickly learn and understand modern technologies and rapidly changing industry trends. Eager to use my knowledge to support a company's marketing strategy and presence.

AREAS OF EXPERTISE

- Web Development
- Brand Marketing
- Effective Communicator
- Project Management
- Computer Science
- Digital Marketing
- Social Media
- Reporting / Analysis

PROFESSIONAL EXPERIENCE

FXCM

SENIOR VICE PRESIDENT OF MARKETING VICE PRESIDENT OF MARKETING

**FEBRUARY 2020 – TODAY
MARCH 2019 – JANUARY 2020**

Lead the global marketing strategy creation and implementation of FXCM in Australia, Africa, Europe and Middle East to different marketing channels and working with a team of experienced individuals in different marketing departments, reporting directly to CMO.

- Develop and lead the strategic development of FXCM marketing initiatives to generate leads and improve client retention
- Performance Analysis and reporting to measure business growth and success
- Conduct Market research and competitors analysis to identify potential opportunities and challenges
- Event Planning and coordination of different global events
- Build and maintain strong relationships with third parties such as publishers and partners
- Liaise with different departments including Legal, Compliance and Sales

FXCM

WEB PRESENCE MANAGER

JANUARY 2014 – MARCH 2019

Consulted with and influence senior marketing leaders on marketing strategy recommendations for the Greek & South Africa office, and provide leadership, direction, and execution on all web design and development.

- Promoted to lead larger scope of work including coverage for an additional country office, South Africa. (June 2016).
- Managed marketing strategy and campaigns for local Greek office ensuring alignment with company's overall strategy.
- Managed all aspects of ad inventory, web and print content development, social media management, and communications, ensuring a positive and enhanced company presence with each online interaction.
- Created webpages, landing pages, banners, and emails utilizing personal design and creativity tactics, adhering to company brand standards.
- Analyzed online data and statistics to help senior leaders make informed recommendations and decisions regarding the company's marketing strategy and web presence.
- Optimized user experience and perform SEO techniques to ensure websites comply with current industry SEO trends.
- Led as point of contact and subject matter expert for all information and communication technology.

FXCM

WEB DESIGNER, DEVELOPER

OCTOBER 2011 – DECEMBER 2013

Lead all aspects of web design and content development, utilizing strong technology expertise and creative abilities to positively impact the company and drive revenue.

- Developed the FXCM Greek website, and performed maintenance and upgrades for various other existing websites.
- Created promotional banners, managed the banners inventory, placements trafficking, and reporting, ensuring a competitive edge in the marketplace.
- Managed social networks, creating content and performing search engine optimization to increase company presence, leading to increased revenue.

EDUCATION

- **Stockholm University - Distance Learning, MSc in IT Project Management**, 09.2015 | Thesis & 1 Course Pending
- **City University of Seattle - City Unity College Athens Campus, MSc in Computer Systems - Technology Management Capstone** | Grade: 3.4 GPA, 10.2013 – 07.2015
- **Anglia Ruskin University - Aegean Omiros College Athens Campus, BSc in Computer Science with Honors** (2:1) | Grade: 68.75%, 10.2012 – 06.2013
- **Edexcel / BTEC - Aegean Omiros College Athens Campus, HND in Computing and Software Engineering** | Grade: Merit, 10.2009 – 06.2011
- **I.I.E.K Omiros, Internet Technology Technician** | Grade: 19/20, 10.2009 – 06.2011
- **1st General Lykeion of Lavrion** | Grade: 16.1/20, 09.2005 – 06.2006

CERTIFICATIONS & TRAINING

- **City Unity College**, Diploma in Social Media, 11.2014 – 03.2015
- **E-Learning University of Athens** - Marketing Mix & Brand | Certificate of Specialization in Digital Marketing
- **Google** - Video Advertising Advanced Certification, Analytics Certification, AdWords Certification
- **EOPPEP** - Diploma of Vocational Training / Accreditation (Internet Technology Technician)
- **National Technical University** - Certificate of Specialization in Dynamic Web Design and PHP-MySQL
- **ECDL Core** - Concepts of IT | Using the Computer and Managing Files | Word Processing | Information and Communication
- **National and Kapodistrian University** - Web 2.0 and foreign language teaching

ONLINE COURSES

- **Columbia University (edX)** - DS102X: Machine Learning for Data Science and Analytics | DS101X: Statistical Thinking for Data Science and Analytics
- **Microsoft (edX)** - Creating Programmatic SQL Database | Managing SQL Database Transactions and Concurrency | Implementing In-Memory SQL Database Objects | Introduction to HTML, CSS and JavaScript Web Development | Querying with Transact-SQL
- **University of Illinois (Coursera)** - Digital Analytics for Marketing Professionals: Marketing Analytics in Theory
- **University of California (Coursera)** - Initiating and Planning Projects | Project Management: The Basics for Success
- **Udacity** - Web Development - How to Build a Blog (Python) | Intro to HTML and CSS
- **Stanford University (Coursera)** – Computer Science 101
- **Umeå University** – Learning with Web 2.0 and Beyond
- **Linnaeus University** - Digital Image Editing
- **Google Analytics Academy** – Google Tag Manager Fundamentals | Ecommerce Analytics: From Data to Decisions, Digital Analytics Fundamentals
- **Google** – Power Searching with Google | YouTube: Maximize Your Channel

LANGUAGES

- **Greek** Native Language
- **English** Proficiency ECPE (Michigan)
- **French** B1 certificate (IFA)
- **Spanish**