

Michailidis Alexios

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PROFILE



Alexios Michailidis is a Greek-national graduate student of the Economic Science School of the University of Macedonia. His internship has been in the sector of Management Consulting at ICAP GROUP SA while he continued his career by working for a well-established group of companies engaged with the tourism and yachting industry. In the meantime, he started his postgraduate education with a Master in Business Administration at the University of West Attica, from which he graduated with distinction. Currently, he is a post-graduate student in Data Science at the International Hellenic University carrying out his thesis, while in the meantime works as a freelancer on various Marketing projects.

EDUCATION

10/2021 – today **INTERNATION HELLENIC UNIVERSITY**, Thessaloniki, Greece
MSc in Data Science

Thesis: *“Extracting Structured Information from Greek Legislation”*

Fields of main interest: (a) Machine Learning, (b) Natural Language Processing, (c) Knowledge Management in the Web

10/2018 – 07/2021 **UNIVERSITY OF WEST ATTICA**, Athens, Greece
MBA (Master in Business Administration) **Grade: 8.95/10**

Thesis: *“Impact of daily cruise company's digital presence on customer booking intention: The mediating role of ad liking, brand trust and brand attitude”*

Fields of main interest: (a) Digital Marketing, (b) Consumer Behavior, (c) Quantitative Methods, (d) Operations Management

09/2013 – 05/2018 **UNIVERSITY OF MACEDONIA**, Thessaloniki, Greece
BSc at Economic Science **Grade: 7.80/10**

Fields of main interest: (a) Macroeconomics, (b) Econometrics, (c) Money and Capital Markets, (d) Investments Evaluation

PROFESSIONAL EXPERIENCE

10/2020 – today **FREELANCER**, Thessaloniki, Greece
Digital and Social Media Marketing Consultant

Involved in various Marketing projects under one or more of the following actions:

- Brand Development
- Website Design and Development
- Social Media Design & Management
- Web Advertising

02/2017 – 10/2020 **DREAM SWIM SMPC**, Thessaloniki, Greece
Marketing and Administrative Officer

Responsible for the company's online presence and overall marketing strategy summarized in:

- Developing quarterly and monthly paid social marketing plans to drive maximum business results
- Daily campaign management including setup, monitoring, optimization
- Managing the production and distribution of marketing materials

Responsible for company's commercial activities summarized in:

- Coordinating and implementing necessary correspondence; emails, documents, reports and phone calls with customers
- Prospecting future co-operators
- Participation in the company's business plan design and implementation
- Communication with the company's operation base regarding the functionality of the base

06/2017 – 10/2020

EVERSAILS CHARTERING SMPC, Athens, Greece

Marketing and Administrative Officer

- Participation in the company's business plan and marketing strategy design and implementation
- Implementing company's online presence
- Participation in the design of company's management software
- Composition of business plan for getting funded

Coordinating the day to day activities of the operations department summarized in:

- Yacht support
- Monitor aging of unbilled fees for assigned partners and providers and conduct payments
- Identifying and resolving billing issues, both in paper and e-billing format

11/2016 - 1/2017

ICAP GROUP SA, Thessaloniki, Greece

Consultant (Internship)

Participation in the provision of a wide range of Management Consulting services summarized in:

- Sectorial data retrieval and processing performed in the context of business and investment plans
- Data entry and processing performed in the context of financial studies
- Acting as a mystery shopper and reporting on the customer service level of retail stores' employees

Supporting ICAP's People Solutions sector in:

- Preparing candidates assessment reports
- Making outbound calls informing potential customers about this ICAP unit's upcoming seminars

CONFERENCES - PUBLICATIONS

Michailidis, A., Rizomyliotis, I., Giovanis, A., & Konstantoulaki, k. (2021). Digital Presence and cruises customer booking intention: The role of ad liking, brand trust, and brand attitude. In *14th Annual Conference of the EuroMed Academy of Business* (pp. 802-805). EuroMed Press.

CERTIFICATIONS- SEMINARS

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|--------------------------------|---|
| 03/2021 (192 hours) | COURSERA – “IBM – Data Science Professional Certificate” |
| 04/2020 (11 hours) | UDEMY – “Python for Data Science” |
| 04/2020 (07 hours) | UDEMY – “Statistics for Business Analytics and Data Science” |
| 09 - 11/2018 (48 hours) | HELLENIC AMERICAN UNION – “Growth Hacking Academy” |
| 04 - 06/2017 (36 hours) | KEME – “Diploma in Digital & Social Media” |
| 01/2017 (16 hours) | HUTHWAITE – Negotiation skills |

ADDITIONAL SKILLS

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|---|--|
| ENGLISH | Fluent (Certificate of Proficiency) |
| GERMAN | Conversational (Goethe-Zertifikat) |
| MS-OFFICE & Web Browser Applications | Advanced user (Certificated Computer User by ACTA) |

PERSONAL SKILLS

- Good communication skills, in English as well as, gained through my interaction with customers and suppliers abroad
- Good organisational skills gained through the different tasks I had to priorities and execute on a daily basis
- Adaptability to the conditions which are required for each occupation
- Self-discipline gained through participation in sport activities

ADDITIONAL INFORMATION

- Fulfilled military duties | Served in special unit for athletes (Sports Centre of Hellenic Army)
- Former member of Greek taekwondo national team with international honours (5th place at European championship)
- Member of the event organizing team of the Biomimicry Greece Research and Innovation NGO (ie. NASA Space-Apps, MIT Medicine Hackathon)
- Participation in voluntary group of Municipality of Thessaloniki

INTERESTS

- Travelling, taekwondo, sailing, playing tennis, watching movies, voluntary actions