

Member Name: Alexios MichailidisThessaloniki, Greece | Born on May 20th, 1995 | GitHub: <https://github.com/michailidisa>LinkedIn: <https://www.linkedin.com/in/alexmichailidis/>**EDUCATION**

10.2021 - today	MSc in Data Science Dissertation Title: <i>Extracting Structured Information from Greek Legislation</i>	INTERNATIONAL HELLENIC UNIVERSITY (IHU) , Greece
10.2018 - 07.2021 Grade: 8.95/10	Master in Business Administration (MBA) Dissertation Title: <i>Impact of daily cruise company's digital presence on customer booking intention: The mediating role of ad liking, brand trust and brand attitude</i>	UNIVERSITY OF WEST ATTICA (UNIWA) , Greece
09.2013 - 05.2018 Grade: 7.80/10	BSc at Economic Science	UNIVERSITY OF MACEDONIA (UOM) , Greece

PROFESSIONAL EXPERIENCE

10.2020 - today	Digital and Social Media Marketing Consultant Involved in various Marketing projects under one or more of the following actions: a) Brand Development, b) Website Design and Development, c) Social Media Design & Management, d) Web Advertising	FREELANCER , Thessaloniki, Greece
02.2017 - 10.2020	Marketing and Administrative Officer Responsible for company's online presence, overall marketing strategy and commercial activities: <ul style="list-style-type: none">Developing quarterly and monthly paid social marketing plansDaily campaign management including setup, monitoring, optimizationCoordinating and implementing necessary correspondence;Communication with the company's operation base regarding the functionality of the base	DREAM SWIM SMPC , Thessaloniki, Greece
06.2017 - 10.2020	Marketing and Administrative Officer Responsible for company's online presence, overall marketing strategy and commercial activities: <ul style="list-style-type: none">Participation in the company's business plan and marketing strategy design and implementationImplementing company's online presenceMonitor aging of unbilled fees for assigned partners and providers and conduct paymentsParticipation in the design of company's management software Coordinating the day to day activities of the operations department.	EVERSAILS CHARTERING SMPC , Thessaloniki, Greece
11.2016 - 01.2017	Consultant (Internship) Participation in the provision of a wide range of Management Consulting services Supporting ICAP's People Solutions secto	ICAP GROUP SA , Thessaloniki, Greece

PUBLICATIONS - CONFERENCES

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.

AWARDS

Highly Commended Student Presentation Award at the 14th Annual Conference of the EuroMed Academy of Business (EMAB) (<https://emrbi.org/>)

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