

## Curriculum Vitae

### Personal information

First name / Surname **Alexandros Mylopoulos**  
Mobile +30 6936 455 728  
E-mail alexmylopoulos@gmail.com  
Nationality Greek  
Address 152 Passalidi street, 55133, Thessaloniki, Greece

### Work experience

Dates 10/2009 – Present  
Position held **Web Analyst**  
Main activities and responsibilities  
- Delivering online marketing services to a global leader in consumer electronics  
- Strong focus on web analytics implementation, reporting & analysis  
- Tools used: Omniture Site Catalyst & Discover, Google Analytics, AT Internet Analyzer NX  
- Developed a new service that touches on web analytics, paid search, SEO, site usability & email marketing  
Name and address of employer Bare Square, Thessaloniki, Greece  
Type of business Online marketing agency

Dates 12/2010 – Present  
Position held **E-Commerce Manager**  
Main activities and responsibilities  
- Planning and implementation of online marketing activities including SEO, paid search, sales promotions, social media, email marketing  
- Continuous use of web analytics data to drive conversion optimisation  
- Inventory management and vendor relationships  
- Online merchandising & web content management  
Name and address of employer bBooks.gr, Thessaloniki, Greece  
Type of business Online bookstore specialised in art, architecture, photography & design titles

Dates 09/2007 – 02/2008  
Position held **Trainee - Press Office**  
Main activities and responsibilities  
Created a web optimisation report for the EESC website, edited press releases and monthly publications, liaised with the Press for event coverage  
Name and address of employer European Economic and Social Committee, Brussels, Belgium  
Type of business EU Institution

Dates 02/2007 - 05/2007  
Position held **Intern**  
Main activities and responsibilities  
Copywriting for website and internal newsletter, account management, market research  
Name and address of employer Play, London, UK  
Type of business Digital advertising agency

Dates | 10/2006 - 01/2007  
 Position held | **Online Marketing Executive**  
 Main activities and responsibilities | SEO, article marketing, social media, online competitions, blog editing  
 Name and address of employer | Trusted Places, London, UK  
 Type of business | Online media

**Education**

Dates | 09/2005 - 09/2006  
 Institution | London School of Economics and Political Science, London, UK  
 Qualification awarded | **M.Sc. in New Media, Information and Society**  
 Class | 'A-' (68%)  
 Principal subjects covered | Theories and Concepts in Media and Communication, Information Systems, New Media and Knowledge Systems, Global Consequences of Information Technology  
 Dissertation: "*Advertising and the Internet: A New Era of Communications*". This project provided an in-depth analysis of the inherent characteristics of the Internet as a new medium and their implications and impact on its potential as an advertising space. Personal interviews of top-management executives in London's communications industry were conducted.

Dates | 09/2000 - 04/2005  
 Institution | University of Macedonia, Thessaloniki, Greece  
 Qualification awarded | **B.Sc. in Business Administration**  
 Class | 'A' (*Ranked 1st in my class*, GPA: 8.25/10)  
 Principal subjects covered | Strategic Marketing, Communication and Public Relations, Consumer Behavior, Management of SMEs, Project Management, Economics, Finance, Negotiation Analysis

Dates | 09/2003 - 02/2004  
 Institution | University of Rome "La Sapienza", Rome, Italy  
 Status | **Erasmus Exchange Student**  
 Principal subjects covered | Business Administration, Human Resources Management, Marketing

**Languages and computer skills**

Mother tongue | **Greek**  
 Other languages | Fluent **English**, very good **Italian**, basic **French**  
 Computer skills | Excellent knowledge of MS Office, good knowledge of Macromedia Dreamweaver (HTML editor)

**Additional information**

- Attended over 20 training programmes and seminars on subjects including advertising, online marketing, business information systems, search engine marketing, electronic commerce, blogging, public relations, tourism marketing, time and stress management, sustainable development
- Member of: LSE Greek Alumni Association, LSE Media Group, Hellenic Management Association, Hellenic Institute of Marketing, Greenpeace, International Amnesty
- Served in the Greek army (obligatory 12-month service) from May 2008 to May 2009