

## Kaltsiki Athina

Marketing and Operations Management Student

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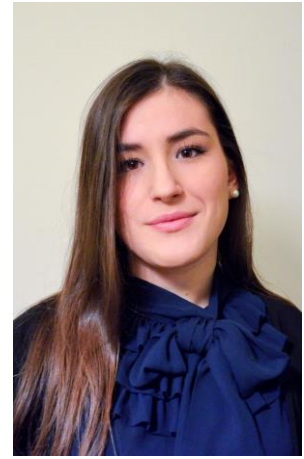
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### Educational Background

**University of Macedonia,**  
*Oct 2012-Sept 2016 (expected)*

#### **BA in Marketing and Operations Management**

Knowledge in the domains of marketing, sport marketing, sales, distribution network management, advertising, mass communication, market research, statistics, production management, logistics, design and analysis of procedures, quality management, demand forecast production programming and stocks management.

\*taught in Greek

### Volunteering and Working Experience

**Manager in Marketing and Public Relations of Youth Today**  
AIESEC in Greece  
*Sept 2015 – December 2015 (expected)*

Tasks: Responsible for Creation of the national marketing strategy for the promotion and brand awareness of Youth Today, Co-operation with media partners for the promotion of Youth Today  
Skills: Marketing Strategy, Social Media Marketing, Creative Concept Design, Strategic Public Relations Planning

**Volunteer & Work for Pharmex**  
July 2015 (for 15 days)

Tasks: Research and development of new products, Creating Medical brochures, Creating educational material intended for Medical education of Medical representatives and vendors  
Skills: Creative Concept Design, Product Marketing, Medical Education and Research, Team Work

**Manager in Marketing and University Relations**  
AIESEC UoM Thessaloniki  
Feb 2015 – July 2015

Tasks: Public Relations to professors (PR), Communications with every part Articles to Blogs, Sites for students, Brand Management  
Skills: Relationship Building, Public Relations (PR), Customer Relationship Management (CRM), Multitasking

**Team Leader (six members) in Out Going Internship Program**  
AIESEC UoM Thessaloniki  
Sept 2014 - Feb 2015  
*(1<sup>st</sup> Award in National Campaign)*

Tasks: Team Management, Customer Relationship Management (CRM), Customer-Approach Feedback, Organizing - Time Management, Leadership Development  
Skills: Multitasking, Communication & Presentation, Time Management, Leadership, Teamwork, Relationship Building, Problem Solving, Handle long working hours and pressure, Feedback Management

**Volunteer & Work for AMA SERVISIG 2014-International Service Research Conference**

Tasks: Prioritizing, Organizing - Time Management, Event Management, Customer Relationship Management (CRM)  
Skills: Multitasking, Teamwork, Communication skills, Problem Solving,

June 2014

Handle long working hours and pressure

**External Relation Manager**

AIESEC UoM Thessaloniki

Feb 2014 - August 2014

Tasks: Sales, Communication & Presentation, Sales Management, Customer Relationship Management (CRM)

Skills: Communication skills, Direct Sales, Client Follow-up, Point of Sales Management

**Team Member in Recruitment Team**

AIESEC UoM Thessaloniki

Dec 2013 - Feb 2014

Tasks: Customer Engagement, Customer Relations, Volunteer Recruiting, Promotion

Skills: Crisis Communication, Relationship Building, Multitasking  
Dynamic Speaker, Motivational Speaker

**Team Member**

**in Out Going Internship Program**

AIESEC UoM Thessaloniki

Sept 2013 - Dec 2013

Tasks: Team Participant, Customer Engagement, Customer Relationship Management (CRM)

Skills: Relationship Building, Communication skills, Feedback Control System

### Other Competences

**Languages**

Greek (*Native*), English (*Exceptional*)

**IT Skills**

Word, Excel, Access, Java, Internet, Power Point (PPT), Windows, Android

**Interests**

Badminton, Handball, Travelling, Reading Books, Movies

