

# ALEXANDROS PAPAGEORGIU

**ADDRESS:** 14 Paraskevopoulou str,  
Thessaloniki, Greece

**MOBILE:** +30 6946 43 85 87  
**E-MAIL:** analyst@alex-papageo.com

## PERSONAL STATEMENT

Marketing analytics consultant with passion for both technology and business, combining years of proven expertise in marketing and customer analytics. I've been helping digital businesses make informed marketing decisions and improve their conversion metrics for the past 10 years by enabling them to work effectively with their marketing and customer data.

## KEY SKILLS

- **Data Sciences:** Statistics | Probability | Machine Learning | Computer Science
- **Technical:** R | Python | SQL | Tableau | Git/Github

## CAREER HISTORY

### Jan 2018 – present      **Marketing Analytics Consultant - Papageorgiou Consulting**

- Worked on multiple marketing analytics projects both locally and internationally, specialising in consumer focused digital businesses helping these clients improve their marketing ROI, reduce costs and save time as a result of implemented analytics solutions

### Sept 2015 – Dec 2017      **Consumer Behaviour Analyst - WhatClinic.com, Dublin Ireland**

- Provided recommendations for action and decision support to stakeholders using various statistical and data mining techniques such as statistical tests, regression, clustering, time series analysis and simulation.
- Identified opportunities over web scale datasets, typically combining data from multiple sources including internal systems and external APIs providing data related to SEO and SEM. Gained deep knowledge of the Google Analytics APIs with all corresponding metrics, dimensions and advanced segments through extensive daily use.
- Managed and automated the bidding strategy of a large scale Adwords account containing over 20K adgroups/1M keywords and annual run rate of 900K. As a result the account grew 3x in revenue while ROI increased by 30% along with significant gains for the team in saved account management time.
- Developed system for multi-dimensional conversion performance monitoring by setting up an end to end data pipeline having as final product a set of dashboards, reports and alerts system. It is used by stakeholders daily to inform decisions and initiate action. Worked closely with engineering and UX teams for the project.
- Performed automation/optimisation of various SEO and SEM data processes which saved significant time of manual work while helping me develop skills in areas such as data programming, data analysis project management, reproducible analysis development.

### Jan 2015 – Sept 2015      **Independent Web Analyst - Remote**

- Performed advanced exploratory analysis and data mining over a large web traffic dataset for an international e-commerce client.

- Provided insights by assessing the long term value of various advertising channels, creating clusters of high value demographic segments and determining holistically the key factors leading to user conversion.
- Innovative aspects of the work discussed in my Dublin R user group talk (Sept '15).

**Sep 2013 – Dec 2014:** Self-designed independent study in data science. Successfully completed multiple open and private courses from providers like MITx, Stanford online and other recognised institutions.

**Oct 2013 – July 2013:** Mandatory military service in Greece. Learnt to adapt myself in situations out of my comfort zone. Self-discipline and team-work skills were reinforced.

**May 2012 – Aug 2013:** European Voluntary Service with the tech NGO iWith.org in Barcelona, Spain where I managed \$100K worth of AdWords Grants on behalf of several partner NGOs.

**July 2010 – Apr 2011:** Sabbatical, travelled and dedicated time on creative personal projects in digital arts (photography, videography, music recording).

**Nov 2009 – June 2010:** Master's thesis on social travel search, article included in the International Conference on System Sciences proceedings.

#### **Mar 2006 – Oct 2009    Account Strategist, Google Ireland**

- Account managed and contributed to the accelerated growth of the top Travel vertical customers in Greece & Cyprus, responsible for \$4.5M annual revenue, consistently exceeding targets.
- Developed expertise across multiple Google products & the Google ecosystem. Regularly invited to the sales office in Athens to consult new employees and present AdWords and Analytics in Industry events.
- Researched the adoption of Google mobile ads in key EMEA markets and verticals and provided analysis to senior level product, marketing and sales management. I was offered a part time role in the EMEA "New Initiatives" team to carry on this work.

## **EDUCATION**

2015 – 2016    Higher Diploma in Science in Data Analytics (1<sup>st</sup> class honours)  
NCl, Ireland. Thesis on learning algorithms selection for e-commerce applications.

2004 – 2005    Master's degree in Electronic and Mobile Commerce  
TUCS, Finland.

1999 – 2003    Bachelor's degree in Business Administration  
UOM University, Thessaloniki, Greece

## **LANGUAGE SKILLS**

**Native:** Greek. **Professional:** English, Spanish, French.

## **PERSONAL INTERESTS**

Reading current affairs, basketball, swimming, playing the Greek bouzouki and chess.

## **PROFESSIONAL MEMBERSHIPS**

- Google Alumni Network
- ASEF University Alumni Network
- Dublin R User Group
- DataKind Ireland

**REFERENCES:** Available upon request