GEORGE ΑDDIMANDO

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| **Contact details**  **E-mail**  george.addimando@gmail.com  **Mobile**  6932414751    **Education**  ■ MBA, Athens University of Economics and Business, Concentration: Marketing, 2021  ■ ΜSc in Management, Teesside University UK,2008-2010  ■ Sports Science and Athletism, University of Athens, 2003-2008 Erasmus, France, 2006  **Languages/Certificates**  ■ Greek, English (C2), French (B2), Italian (B1)  ■ MOUS Expert  **Personal Characteristics**  ■Fluency in Communication, Problem Solving &,analytical skills, Dynamic Teamleader, Goal-oriented | **Working Experience**  **Poseidon Hotel** June 2011- October 2021    General Manager    **Duties**  -Responsible for the hotel’s marketing/ sales strategy that resulted in a **turnover increase of 80%** between years 2019-2021  -Guidance, supervision & optimization of web ads/ content across all the main digital channels such as Google Search/Display, Facebook, Instagram aiming to achieve company’s goals  -Communication, negotiation and sale (deal closure) of hotel rooms on tour operators and booking platforms (expedia,booking,agoda, with a 100% reservation rate)  -Analysed data and communicated insights and recommendations to the team  -Reviewed direct competition and conducted regular market research  **-**Maintained a high level of exposure for the company in major market areas through direct sales, telephone, and written communications  -Annual budget creation and performance of revenue goals tracking  -Supervision of all hotel activities  -Recruitment, interviews, training, supervision and mentoring of a team of 5  -Planning maintenance work (Gannt chart)  -Evaluation of performance and productivity (Mbo)  -Set high standards and ensured the delivery of high quality customer service at all times.  **Seminars**  Certification in Digital Marketing 2021  Certification in Communication 2019  Certification in Sales & Excellent Customer Service 2017  **Interests**  Reading, Photography, Running, Football, Cinema  **Distinctions**  1srplace in International road race 2018  2ndplace Athens Startup Weekend 2013  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
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