

## Eleonora Martatou



### Contact Info



Pavlou Mela 25–Korydallos, 18120



Possibility of relocation, if it is needed,  
in or out of Attica



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21/09/1985



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### Participation in Seminars



#### e-Commerce Consultant

Spin Off Aristotle University  
of Thessaloniki

Certification – 35 hours

##### Basic Theoretical Knowledge:

- E – Marketing
- Sites Construction
- SEO
- Google Adwords
- Digital Advertising
- Social Media
- E-mail Marketing



#### Content & e-Commerce Management

Innovathens

Certification of Attendance

16 hours

##### Workshop:

- Site Content & Design setup based in WordPress Platform
- e-Commerce site setup & management based in WordPress Plugin WooCommerce

*A well-rounded professional with hands on experience in retail and stock management, event management and product management, as well as academic studies in marketing, seeking for a new challenge in a marketing role.*



### Professional Experience

#### O.S.E.G.O.

*(FEDERATION OF ASSOCIATIONS OF EMPLOYED AGRICULTURAL ORGANIZATIONS)*

**11/02/2020 – 31/03/2022**

*Physical object monitoring executive – Project Management – Full time occupation*

- Platform control (application and distance learning)
- Promotional material and event management
- Ministry communication, press releases, letters syntax
- Monitoring overall the physical object
- Partners control and handle of the deliverables
- Reporting

#### Million King

**02/12/2019 – 10/02/2020**

*Client Service department – Marketing Executive – Full time occupation*

- Coordination of marketing and communication actions for corporate promotion in the corporate chain of stores (OPAP PLAY)
- Negotiation with suppliers and Team education for the new projects

#### Chapter 5

**10/04/2019 – 31/07/2019**

*Client Service department – Account Manager – Full time occupation*

- Communication with clients to identify needs and evaluate alternative business solutions.
- Opportunities seekment to increase customer satisfaction & creation of long-term client relationships.
- Project plans creation, execution & revision so as to meet client requirements & changing needs
- Management of day-to-day operational aspects of a project.
- Contribution to the creation of a development strategy in order to achieve the client's business objectives.
- Contact person between internal and external working groups & provider of appropriate information across team members.
- Creation & Delivery of standardized monthly reporting to clients.
- Delivery of engaging, informative, well-organized presentations.
- Definition of business development and "add-on" sales opportunities as they relate to a specific project/customer.

#### Migato

**15/10/2013 – 12/07/2018**

*Commercial department – Retail & Franchising Merchandiser / Stock Manager –*

*Full time occupation*

- Responsible for ensuring full availability on time
- Being in charge of monitoring product mix in order to maximize sell out. Ensuring sales both at full price and in sales period – strategy planning and execution
- Stock replenishment processes, interaction of stores stock for better efficiency
- New season / end season strategy planning
- Logistics: in charge of prioritizing activities for retail and franchise channels
- Extra support in marketing and sales department for new campaigns actions
- E-commerce management: monitoring sales and ensuring to fulfill the stock. Ad hoc short replenishment, support and execution
- Creating executive reporting for management (weekly / monthly)
- Participation in annual event for tourist products in Metropolitan Expo

#### Solist Invent Experiences

**08/11/2010 – 31/05/2013**

*Events and Concerts Organization department – Event Assistant – Full time occupation*

- Corporate communication management : material on social media & corporate site
- Event proposals (brainstorming) – presentations creation
- Ad Hoc Events (concerts, openings, showrooms, promotional events, etc..)
- Contributors / suppliers: partnerships research, getting and negotiate the financial offers, briefing, coordination and supervision during the event
- Contracts management: completion handling and collection
- Communities contacts for events permission (musicians, song lists, municipalities, etc)
- Promotion: partners coordination for promotional materials, media plan, texts, logos etc
- Events: program control, partners coordination, reporting, event setup / dismantling
- Post evaluation report, Invoicing and Payments

## Eleonora Martatou



### Computer skills

- Basic knowledge in:  
HTML, CSS, JavaScript, SQL
- Basic use of: Canva, Pixlr
- Microsoft Office:  
Word, Excel, Powerpoint, Outlook, Lotus Notes etc
- Erp basic knowledge
- Trade programs use:  
orama, discoverer, softone



### Soft Skills

- Positive Attitude & Analytic Thinking
- Communication
- Problem Solving
- Team Work
- Persistence & Patience
- Creativity
- Flexibility
- Passion
- Adaptability



### Languages

- Proficiency level
- Basic knowledge



### Award

**Final Dissertation for the Bachelor's Degree:**  
Marketing of LOUMIDIS Company (Greek coffee)

#### EXCELLENT 10/10

- company's marketing plan,
- ultimate marketing proposals for company's products with creative of advertising and packaging
- supplement with additional information related to the company and its products which were gathered during the information research



## Professional Experience

### Spic and Span Ltd

**19/03/2010 – 05/11/2010**

**Marketing and Sales Department – Consultant – Part time occupation**

- Product Range: Product range extension, new market penetration, search & evaluate new suppliers
- Merchandising: Products modification so as new product range match with the existing products and promotion for sales boosting
- Customers: Boost and maintain good relations with customers list

### Moris Gattegno S.A.

**15/12/2008 – 30/11/2009**

**Buying Department - Assistant Brand Manager – Full time occupation**

**Brand Management. Products: Backpacks, Pencil Cases, Balls**

- Products selection, following catalogues, stock management, following & informing sales department
- Communication with Suppliers (Nike, Adidas) buying products and expansion of products range

**Product Management. Products: backpacks and pencil cases**

- Communication with the production factories, buying from the factories and following the production
- Sales following, getting feedback and stock management
- Following the design made on products from design department, creation of product range and following the promotional material of the new collection
- Samples & Showroom management - participation in the Big annual event of School Collections on May
- Products codes: informing the commerce system and the catalogues

### Coca Cola Hellenic Bottling Company (CCHBC)

**01/11/2007 – 30/04/2008**

**Communication & Public Relations Department / Community & Environmental Programs – Full time occupation**

- Sponsorships Management: Communication with Non Governmental Organizations, Municipalities, etc, Negotiation in regards with sponsorships, balanced efforts and sponsor's presence.
- Company's image management in frame of sponsorship (promotional material & publicities reference).
- Management of products delivery via company's factories throughout Greece.
- Participation in companies Business Plan
- Participation and present in events (MDA Hellas, AMITA's 25 years celebration)
- Full report of sponsorships made

### Spic and Span Ltd

**16/01/2007 – 31/07/2007**

**Marketing and Sales Department – Marketing and Sales Manager – Part time occupation**

- Constitution of companies profile
- Suppliers finding
- Products positioning in the store (trade marketing) and products codes creation
- Responsible of texts and company's price list information
- Communication with customers, responsible for the promotional material & feedback management

### In Group

**06/11/2006 – 31/10/2007**

**Human Resources Leasing Company**

**L' Oreal & Tobacco Industry Papastratos-Philip Morris**

**Marketing, Merchandising, Sales & Distribution, Search & Development, etc departments – Part time occupation**

- Sales report in specific forms and results evaluation for customers (L' Oreal)
- Participation in census of the year 2006 (L' Oreal)
- Communication and informing customers regarding the launch of new products (PAPASTRATOS)



## Academic Information

**University of Derby in Association with Mediterranean College**

**September 2020 – September 2022**

Business School, MSc Marketing Management

**University of West Attica**

**June 2008**

Administration and Economy School, Commerce and Advertising – Marketing Department

**Graduate of Senior High School of Korydallos**

**June 2003**