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F&B ATTENDANT, Hilton Hotel, (York U.K. 10/2019 – Present)

Provided the highest standard of Hilton’s quality through all phases of hospitality.

• Built professional relationships with guests and provided exceptional customer service throughout the dining and drinking.

• Possessed strong interpersonal skills resulting in outstanding communication, team- work, flexibility, and cohesiveness with fellow co-workers.

EVENT ORGANISER ASSISTANT University of York (York U.K. 09/2019 – 10/2019)

Plan, implement, manage and evaluate more than 15 events for the University of York ranging from 50 to 900 attendees.

• Co-ordinated in the planning and execution of University’s events (Mature Student Induction Day and Freshers Week).

• Maintained and updated database of volunteers, sponsors, donors and events.

• Managed social media accounts (Facebook/Instagram/Twitter) and create/post advertisements to engage the targeted audience.

RESEARCH ASSISTANT DIGITAL COMMUNICATION University of York, (Michigan USA 07/2019 – 08/2019)

Worked on digitalization of election and political campaigns, analyzing people’s interactions and involvement into dynamic groups. Some of responsibilities are:

* Conducted daily research on relevant news that could exert fundamental influences on the market.
* Preparing and updating all the social media platforms, analysing social patterns and human interactions.

MARKETING INTERN L'Oréal, (London U.K. 03/2019 – 04/2019)

Working on the biggest firm in beauty market as marketing intern during my studies. Expertise mostly on social media and market analysis.

* Conducted market research and analyzed current trends; created content for various social media platforms, such as Facebook, YouTube Twitter and Instagram.
* Worked on implementation of new marketing strategies and campaigns; generated monthly marketing reports on the results of campaigns. Pro-actively participated in weekly team meetings and contributed to brainstorming and idea generation.

DIGITAL STRATEGIST MM: Growth, (York U.K. 04/2019 – 05/2019)

Administer the clients' social media marketing and advertising. Especially on Google Ads.

• Development of brand awareness and online reputation achieved to be under the budget.

• Mastered on content management (improving the quality of advertisements, increased visitor hits by 20% and reduced the costs totaling 7%). Created a preconized and targeted email campaign for the firm, resulting in a 35% in click-through rates.

EVENTS COORDINATOR Santa Run Thessaloniki (Thessaloniki Greece, 12/2014 - 01/2017)

Directed a creative event agency, raising money for non-profit reasons.

The revenue of the company is more than 100.000 euros in three years, and more of 50% of the amount is earned in 2016. 120 volunteer and 10 members of staff were working in 2016. Managed two cross-functional projects related to:

• Directing all organizational operations, policies, and objectives to maximize productivity and revenue.

• Manage all the marketing campaigns (social and offline) and all the communication activities. Designed and executed all aspects of social media strategy, increasing Twitter following by 200%, Facebook by 500%+ and Instagram by 500%.

The University of York, 2018-2021

Business and Management BA (Hons)

Member of the Russell Group Universities.

Predicted 1st based on my strong academic record. (ranked top 5% in second year).

Technological Institution of Thessaloniki, 2012-2015

Electronic engineering BA 2:1

Expertise on new technologies implementations, on electrical circuits, and coding. Dissertation on social media interaction and the next generation of human behaviour.

**WORK EXPERIENCE**

An independent and self-motivated business student with proven and tested management, procurement, sales and marketing skills. A strong link between theory and practice from Electronic Engineering bachelor, Business bachelor, many delivered projects and full-time jobs.

Having a 3-month internship experience with data-driven outreach marketing, driven into analyzed and compared data.

**SUMMARY**

**Vryonakis** Emmanouil

**EDUCATION**

07340485912 vryonakisem@gmail.com

/emmanouilvryonakis Heslington Road, York, UK



USA INTERNATIONAL STUDY CENTER:

Summer School on Michigan State University (07/2019)

Awarded a full tuition fee bursary (£2.250 by YUFund and Santander bank).

Leadership, Problem-solving and Entrepreneurship.

Aimed at attendees to this course learnt about new developments in a fast-growing environment and explore careers in the fields of science, technology and engineering.

YORK AWARD by University of York (2019)

Official recognition from the University for all my extracurricular activities, and my approach to life at university.

MALE UNDERGRADUATE OF THE YEAR (02/2019)

Selected through a competitive process as one of the Top 20 finalists in the UK Male Undergraduate of the Year Award sponsored by L’Oréal.

FIRST PLACE PRIZE IN DEBATE TOURNAMENT

Operated by Debating Society of Greece (06/2016). Examine ideas and policies, persuading people within an organized structure, speaking strategically.

ENTREPRENEURSHIP SCHOOL

American College of Thessaloniki (05/2015 -07/2015)

Awarded a merit-based scholarship full tuition fee (£3.000). Developing the opportunity, growth strategies, financing and profitability.

**ACHIEVEMENTS & HONORS**

**MENTOR PROGRAM The University of York**

(09/2019- present)

* Provide one-on-one mentoring services outside of university hours to assist the first-year student.
* Act as a liaison between the Academic Supervisor, friend, and a lecturer.

**DATA ANALYST Explore Library of York**

(05/2019- 09/2019)

* Extracted relevant data from material specification sheets and produced felicitous attributes.
* Created process flows, presentations and reports to document recommendations and delivered to the business stakeholders.

**CONSULTANT York Community Consultant**

(01/2019- 04/2019)

* Corporate with other 5 consultants to research potential marketing strategies and reaching new customers for a Property Management.
* Analyzed more than 100 data collection methods and research analysis to create solutions for the client.

**STUDENT AMBASSADOR The University of York**

(11/2018 - 02/2019)

* Deliver student life talks and academic sessions to school groups.
* Lead designated activities with groups of students as a residential assistant. Deliver presentations to prospective students and parents as a Business and Management Department Ambassador.

**VOLUNTEERING WORK**

Sports: Swimming and running (track and field on the University of York)

Societies: Business, Investment, Finance Society.

Blogging on own blog

Reading

• IT skills: Expert user of Microsoft office. MacOS/ Windows

• User of Canvas, Medium and Behance.

• Presentation skills (PowerPoint / Keynote).

• Sales skills

**SKILLS AND INTEREST**

**CERTIFICATIONS**

Google Advertising Expert /Certified by Google 2016-2019

Ads fundamental / Ads display / Ads mobile / Ads search

Marketing in A Digital World / Online course 4 weeks / University of Illinois, 2018

Persuading Customers to Buy / Distributing of product / Setting the Right Prices

Facebook Advertising Expert/Certified by Facebook Blueprint 2017-2018

Target the right audience / build awareness / increase online sales / manage ads performance

Budgeting and Scheduling Projects / Online course 4 weeks / University of California, 2018

Resource Needs & Quality Management / Estimating / Scheduling

Negotiation: Essential Strategies and Skill / Online course 7 weeks / University of Michigan, 2018

Plan Negotiation Strategy / Use Key Tactics for Success / Practice Negotiation Skills

Content, Advertising & Social IM / Online course 4 weeks / Northwestern University, 2018

Content Strategy / Measuring Social Programs / Advertising