

CHRYSOVALANTIS IOANNIS MITSAKOS

2323 Van Buren St, Hollywood, FL 33020 | 305-560-8455 (Cell) | info@businessrise.net
www.chrysmitsakos.com

Dynamic and achievement-oriented professional with strong record of 19+ years in Management, Marketing, and Development; Worked for highly competitive industries

Consistently achieved enhancement of existing functional systems and increase in team productivity leading to overall improved profitability

AREAS OF EXPERTISE

- ✓ Web Development in WordPress
- ✓ Social Media Marketing
- ✓ Team management
- ✓ Strategic Planning and management
- ✓ Advertising & Promotions management
- ✓ Search Engine Optimization (SEO)
- ✓ Customer Relationship Management
- ✓ Business Development
- ✓ Team Management
- ✓ Public Relations

PROFESSIONAL EXPERIENCE

Business Manager

2006 – Present

Businessrise, Inc.

Hollywood, FL

- Achieved consistent growth in business since inception; particularly during 2015 to 2019, achieved 37% increase in business volume
- Managed wide-ranging responsibilities including coordination and customer dealing
- Ensured high levels of customer satisfaction with 100% project delivery within stipulated time
- Worked in SEO (Search Engine Optimization) and Social Media marketing in addition to online marketing and web development in WordPress, for different clients

Marketing Consultant

2012 – 2019

Mojito City Place

West Palm Beach, FL

- Provided valuable advisory in developing web presence of the restaurant leading to successfully attracting higher number of customers compared to competitors
- Consulted in Social Media Marketing; developed and maintained several accounts in diverse social media platforms
- Achieved strong results in terms of brand recognition within the target audience
- Ensured proactive promotion of special events and cooperated with different teams

Marketing / Web Consultant / Reservation Management

2013 – 2015

Hot Scooter Rental

Fort Lauderdale, FL

- Consulted and developed the new Web presence of the Company (WordPress, Divi)
- Developed an easy to use and highly informative reservation system in order to efficiently manage all the rental requests while securing clients information and payment
- Managed the online reservations for 2 years with high client satisfaction
- Achieved first page positions in the Search Engine within the tri-county during 5 months through effective SEO implementation
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Marketing & Web Consultant

2010 – 2013

Taverna Opa

Miami, FL

- Achieved challenging targets in web development (WordPress) for the Dolphin Mall, Miami location

- Developed overall Social Media Marketing strategies; successfully attracted the South American and Caribbean visitors to the US
- Managed promotions of special events and coordinated concierge and accommodation
- Ensured company remains to be the primary choice both in dining and entertainment

Statistical Analyst

2004 – 2005

Eurobank

Greece

- Analyzed the clientele and their purchasing behavior after a thorough analysis of the transactions and purchases of banking products
- Developed new targeted offers in accordance with the needs of the target audience

Merchandise Manager

2000 – 2004

A.S Company

Greece

- Ensured proper display of company's products by visiting stores
- Managed inventories and deliveries for different products and planned future orders for the store in an efficient manner

EDUCATION

M.Sc. Statistics – Statistical Quality Control

2004

Athens University of Economics and Business

Athens, Greece

Katholieke Universiteit Leuven, Leuven Belgium

Master Thesis: "Statistical Process Control on Water Data"

B.Sc. Mathematics – Specialty in Statistics

2000

University of Ioannina, Greece, Department of Mathematics

Greece

SKILLS

Software & Computing skills

- Expert working knowledge of Content Management System (WordPress), in several themes and the past 7 years in Divi.
- Excellent skills in Technical SEO principles.
- Strong SEO background
- Excellent knowledge in Social Media Marketing.
- Well-versed in MS Office (Word and Excel) as well as in Adobe Photoshop, Adobe Illustrator, and Dreamweaver
- Strong working knowledge of statistical packages including SPSS, Minitab and JMP

Language & Communication skills

- Greek: Native / Fluent
- English: Fluent
- Spanish: basic communication level
- Proficient in dealing with diverse customers and team members

OTHER PROFESSIONAL & ACADEMIC ACTIVITIES

- Speaker in the 7th Hellenic European Conference on Computer Mathematics & its Applications; Sep 22-24, 2005; Athens University of Economic and Business; topic: "On Some Applications of SPC Techniques on Water Data", J. Mitsakos, Stelios Psarakis
- Publication in refereed conference proceedings "On Some Applications of SPC Techniques on Water Data", J. Mitsakos, Stelios Psarakis