

Curriculum Vitae

Personal information

Surname / First name
E-mail
Titles / Info
Nationality / Date of birth / Gender

Kapetanakis Georgios - Matos

matt_kap2@yahoo.co.uk

MBA, BSc Physics

Greek / 03.06.1981 / M

Work experience

Dates
Occupation or position held
Main activities and responsibilities

January 2006 to present

Marketing Executive

- Marketing Strategy
- Brand management
- Website Management
- Advertising (both online and offline)
- Market research
- Authorship of website news
- Search and acquisition of new clients
- Authorship of company's newsletter
- Authorship of manuals for company's products
- Management of CRM, report creation, authorship of manual

Name and address of employer

Radiant Technologies S.A. – 38-42 Hippokratous & Herakleitou,
15238, Halandri, Athens

Type of business or sector

Audio Tours and Multimedia services and products for the tourism and culture industries

Education and training

May 2009
May 2008
January 2006

October 2003- October 2004
October 2002- October 2003
October 1999 - October 2002

Diploma de Español como lengua Extranjera (Nivel Intermedio) / Instituto Cervantes, Athens, Greece

Diploma de Español como lengua Extranjera (Nivel Inicial) / Instituto Cervantes, Athens, Greece

Commencement of PhD thesis, titled "Management of Cultural Institutions" / University of the Aegean, Greece

Master of Business Administration / Cardiff University, Cardiff, Wales, UK

Diploma in Business Administration / Cardiff University, Cardiff, Wales, UK

Bachelor of Science in Physics / Cardiff University, Cardiff, Wales, UK

October 1998 – June 1999

Advanced Level General Certificates of Education, GCEs (A-levels) / Athens, Greece

December 1996

Certificate of Proficiency in English / Cambridge University, England, UK

June 1994

First Certificate in English / Cambridge University, England, UK

Personal skills and competences

Languages

Greek (native speaker) / English, Spanish, French

Social skills and competences

Team member

Experience in teamwork for the completion of various projects, both in education and employment. During the years of the MBA cooperated with people from various cultural backgrounds, successfully completing projects and papers, such as a Business Plan.

Conduct in a work environment

Amicable and constructive cooperation with people from both within the company and external partners. Has assumed the role of team leader in many pre and post sales projects.

Experience in dealing with difficult situations and emergencies.

Organizational skills and competences

Experience in cooperation with both public and private sector organisations, especially pertaining to EU funded research and other projects

Technical skills and competences

Operating systems: Windows XP, Vista, Mac OS X

Software: Adobe Photoshop, Paint Shop Pro, Microsoft Office (Word, Excel, PowerPoint), SPSS

CRM Software: Goldmine, Daylite

Personal Achievements

- Participation as researcher in the EU-funded Initiative – EQUAL – Second Phase – “Creation of models for the promotion of interculturalisation” - Observatory for Interculturalisation (2006-2008). Io Network, Olympiako Training Organisation, Patras.
- Participation as researcher and coordinator in the EU-funded Initiative – EQUAL – Second Phase 3 – “Creation of models for the promotion of interculturalisation” - Good Practices for Labor Inclusion (2008). Io Network, Olympiako Training Organisation, Patras.
- Guest speaker in the forum titled “Digital Developments in culture. The Challenges and the new professional landscape”. Meeting “New technologies and cultural representation interpretations”, organised by the department of Cultural Technology and Communication, University of the Aegean, Mytilene, June 2008

Hobbies

Music, Cinema, Reading, Travelling