



GEORGE ALEX. DAKANALIS

~ GRAPHICS DESIGNER • DIGITAL SPECIALIST • CMS ADMINISTRATOR ~

DETAILS

29 Navarinou Str.,
Athens - 15562, Greece
Mob.: 6972729119
goalkeeper23@hotmail.gr

Date of birth
24/03/1976

SKILLS

PROBLEM SOLVING

CMS ADMIN

CODE EDITING

PHOTOSHOP /
ILLUSTRATOR

VIDEO EDITING

CONTENT MANAGEMENT

LANGUAGES

English
(Proficiency of Cambridge, fluent)

Greek
(native, fluent)

HOBBIES

Sports, Movies, Music,
Food & Drink.

PROFILE

I was born in Athens and grew up in the North side of the city, where I went to school. I love spending time with my family and I'm super enthusiastic when it comes to sports & movies! I'm also passionate about technology and find it extremely satisfying to try new things and gadgets.

I love my job! Almost everything I do is visible online and it's important for me to know that people can see my work and find it useful. When it all comes down to it, my job involves people. 100%! We're always trying to find the best possible solution, work crazy hours or at extreme pressure, so attempting to be a part of someone's daily routine is very fulfilling.

I'm married with twin boys, play 5x5 goalkeeper, ping pong and poker and like 80s & 90s rock music since I can remember!

WORK EXPERIENCE

Digital Technical Expert @ Avon Cosmetics Ltd.

2011 — Present

- Serbian market update & Greece Digital Brochures creation, on a monthly basis.
- Cluster level collaboration on delivering the monthly Campaign for all digital tools, in more than 5 CMS platforms.
- Leading role in the Avon Crusades (Breast Cancer, Violence Against Women), increasing the respective product sales by more than 200% within a year.
- Managed successful e-mail advertising campaigns, that resulted in a 15% OR increase within 2 years.
- Responsible for coordinating (developing, editing, optimizing, updating & monitoring) a network of more than 20 platforms, in order to provide high-quality, relevant information & services to Avon's Representatives, while achieving a "zero-mistake" attitude through diligent planning & overseeing.
- Responsible for the adoption & use of the official Avon App (Avon ON) by 1 out of 3 active Representatives on a daily basis.
- Responsible for the daily support & update of all company websites.
- Creation of the Digital Brochure (Instant Messaging Brochure), which Representatives use to receive online orders through text messages directly to their smartphones.
- Responsible for creating custom-made Social Media content for Representatives, to use within the official App on a monthly basis.
- Weekly collaboration with Avon's Cluster Team to ensure company branding, common web presence & action-plan scheduling & strategy.
- Ad-hoc brochure & logo creation, video editing & subtitling.
- Led the implementation & launch of Avon's official website (www.avoncosmetics.gr), giving the customers the ability to purchase Avon products either directly or through a Representative of their choice.
- Led the implementation & launch of Avon's official App (Avon ON), through A/B testing, copywriting, images & files local adaptation & after-launch updating.
- Took part in more than 10 company digital tool launches, including the corporate website facelift with B2B functionality.
- Attended Workshops (Madrid, Northampton) for understanding & applying the company's digital strategy.

Co-founder & Creative Director @ Xtend B2B Ltd.

2003 — 2011

- Co-founder & company stock holder.
- Responsible for all creative & web design handled by the company.
- Responsible for the best possible web presence of all -more than 100- clients on a daily basis.
- Covered customer needs such as corporate identity, logo creation & promotion, brochures, leaflets, packaging, posters, cards, stickers, CD/DVD labels & covers.
- Handled website creation & update in all types of webpages (static, non-static, CMS, template editing, partial/full Flash, HTML5).
- Responsible for creating web banners & ads.
- Responsible for purchasing & renewing domain hosting and URLs.
- Responsible for giving online customer support & guidance.

Web Designer & Editor @ Unibrain S.A.

2001 — 2003

- Responsible for the daily update of the company's webpage.
- Responsible for creating company printed material (brochures, flyers, packaging, CD labels, etc.).
- Responsible for creating Product User Guides (printed & digital use).
- Responsible for creating company & product logos.
- In charge of the company's creative presence in all events and expos, handling not only the creative part & design, but also the final result of the booth area.

Graphics Designer @ Golden Creations

2000 — 2001

- Responsible for creating new corporate identity for customers.
- Responsible for creating a variety of brochures, leaflets, magazine & newspaper ads.
- Responsible for creating street posters, logos, stickers, etc.

Graphics Designer @ Vinyl Art Promotions

2001 — 2003

- Responsible for creating new corporate identity for customers.
- Responsible for creating a variety of brochures, leaflets, magazine & newspaper ads.
- Responsible for creating street posters, logos, stickers, etc.

Graphics Designer @ George Manthos Publications

2001 — 2003

- Responsible for the full preparation of Game Machines Magazine (story finding & translation, images & photos search, article & stories typing, pagination and delivery), a specialized edition for electronic gaming in Greece.
- Responsible for creating new corporate identity for customers.
- Responsible for creating a variety of brochures, leaflets, magazine & newspaper ads.
- Responsible for creating street posters, logos, stickers, business cards, etc.

EDUCATION

Desktop Publishing in Mac & Windows

Intergraphics Art - Design & New Technologies Group

1997

Expert Photoshop & Image Editing Diploma

Anodos Educational & Consulting

1997

Greek & English Administrative Secretary

Didacta Educational Group

1995