

Curriculum vitae



Personal Information

Name/Surname Gregory Kourtis (李峰)
Address Shanghai China
Nationality Greek
Place/Date of birth Greece, Athens, 21 July 1981
Marital Status Unmarried
Military obligation Accomplished (05/2006-05/2007)

Education

3/2010-7/2010 **Shanghai University (China):** Chinese language & culture.

2008-2009

De Montfort University (England, Leicester)

School Of Business and Law - Department: Marketing

MSc in Marketing Management

Modules:

Marketing theory & Practice, Business Communication, Consumer Behaviour, Marketing research in Practice, Accounting for Managers (Management & Financial Accounting), Research Methods (S.P.S.S.), Managing Advertising & Communication, Applied International Marketing, Interactive Marketing.

Marketing Analysis Project: An investigation of the breakfast cereal market in the U.K and Kellogg's use STP process (Segmentation, Targeting, and Positioning) to create a competitive advantage. (66%)

2002-2006

T.E.I. Kalamatas (Greece)

School of Business & Management, Department Local Government Management

Thesis: Tourism & Local development (Case study: County of Chania) (80%)

Languages

- Greek (native language)
- Excellent knowledge of the English Language
- Chinese Language (Intermediate Level HSK Level 3/6, Score237/300).

Qualifications

- Fluent in the use of Microsoft Packages – Word, Excel, Access, Outlook & PowerPoint. Good knowledge of Microsoft Project.
- Regular user of the Internet and e-mail.
- Very good Knowledge of SPSS (Statistical Package),
- Excellent user of Gantt chart for project management,
- Excellent knowledge for professional Surveys software
- User for a Marketing plan Software

Work Experience

10/1/2011 – 30/06/2011

EAVOO Info Tech Limited – Business Manager (China, Shanghai)

- The main responsibility is the Business development of the overseas market and Marketing in General..

02/08/2010 – 7/1/2011

YADO Exhibition services Co.,Ltd – Marketing Vice Manager (China, Shanghai)

Responsibilities:

Marketing Research (Primary & Secondary Research), Pricing Strategy, Training Employees, Integrated Marketing Communication Promotion campaign, sales promotion tools, responsible of the new website, Competition Analysis & Strategies, New product development, Market development Diversification Strategies (Ansoff Matrix), Managerial and leadership skills (responsible for 4 employees), Marketing Plan 2011, S.W.O.T. Analysis, HR (Appraisal form).

22/11/2009 – 22/01/2010

GAP (Athens) Shop – Salesperson (In Greece)

- Working on the shop floor dealing with the full range of customer service duties
- Responsible for monitoring stock and pricing in line with company directives

10/2007 – 08 /2008

Municipality Of P. Psychico – Management trainee (In Greece)

In charge of creation and development for a new application in the public sector and in the Municipality Of P. Psychico. Enter items in a register in relation with the citizens of the municipality, exemplification of certification for the citizens

9/2005 – 03/2006

Municipality Of N. Psychico – Finance Department (In Greece)

- Observation of Registration Constant. Briefing of Budget
- Parameterizations of Accounts of Accountant Local authority and General Accountancy. Publication of Pecuniary Warrants