

Curriculum Vitae



Personal information

First name / Surname

Efthimia Katikou

Address

5, M. Spilaiou Street, 153 41, Ag.Paraskevi, Athens, Greece

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Mobile

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E-mail

efikatikou@windowslive.com

Nationality

Greek

Date of birth

22/04/1976

Marital Status

Single

Gender

Female

Desired employment / Occupational field

Retail Store Manager, Wholesale Administrator, Secretary/PA

Work experience

Dates

December 2019 – Present

Occupation or position held

Retail and Customer Experience Manager

Main activities and responsibilities

- Oversee the hiring, orienting, and training of an organization's customer experience team
- Supervise the activities of customer experience team to ensure their interaction with customers reflect positively on the company
- Define and implement standards/procedures for ensuring optimal customer experience
- Organize training programs for customer experience representatives in order to update their job knowledge and enhance their skills
- Attend seminars, workshops, and conferences to improve on existing job knowledge
- Prepare and manage annual budgets in achieving set objectives and goals
- Oversee the merchandising of products in an outlet to ensure it entices purchase

Name of employer

NOUS and Body Activation

Dates

February 2013 – November 2019

Occupation or position held

Retail Store Manager

Main activities and responsibilities

- Completed store operational requirements by scheduling and assigning employees; following up on work results.
- Maintained store staff by recruiting, selecting, orienting, and training employees
- Ensured availability of merchandise and services by approving contracts; maintaining inventories
- Logistics (Warehousing)
- Formulated pricing policies by reviewing merchandising activities; determining additional needed sales promotion; authorizing clearance sales; studying trends.

Name of employer | **Panellinos Agora Games (stationed at Costa Navarino)**

Dates	August 2012 - April 2013
Occupation or position held	Retail Saleswoman
Main activities and responsibilities	<ul style="list-style-type: none"> • Serve customers by helping them select products. • Document sales by creating and updating customer profile records. • Process payments by totaling purchases; processing checks, cash, and store or other credit cards.

Name of employer **Madiz**

Dates	May 1999 – May 2012
Occupation or position held	Retail Department Manager
Main activities and responsibilities	<ul style="list-style-type: none"> • Serves customers by providing merchandise • Supervising staff • Maintains store staff job results by coaching, counselling, and disciplining employees; planning, monitoring, and appraising job results. • Contributes to team effort by accomplishing related results as needed.

Name of employer **Notos Com**

Education and Training

Principal subjects/occupational skills covered	BS Marketing and Advertising
Name and type of organisation providing education and training	Technological Educational Institute of Athens
Subjects	Marketing Principles, Marketing Communications and Advertising, Marketing Strategy and Planning, Organizations and Entrepreneurship, Statistics, Brand Management, Advertising Placement, Market Research
Level in national or international classification	GPA: 7.51

Personal skills and competences

Participation in Seminars	<ul style="list-style-type: none"> • Retail Sales Training organized by Swatch (2012) • Anthropocentric Management with Customer Orientation organized by Swatch (2011) • Retail Sales Training organized by Swatch (2011)
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Certifications	<ul style="list-style-type: none"> • Manicure, Pedicure & Artificial Nails Beautiful Beauty – Full Academy
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Languages	<ul style="list-style-type: none"> • Greek (Mother tongue) • English (ECCE from the University of Michigan)
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Computer skills and competences	Excellent knowledge of operating systems (WINDOWS), software packages (ECDL), network services
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Other skills and competences

B category Driver's License (Car)

Additional information

- References supplied upon request.
- Hobbies: Travelling, Reading, Films & Documentaries