

VAGELIS HATZILAMPROU

DIGITAL MARKETER & UX DESIGNER

An experienced professional Marketing Specialist ^{[1, 2, 3, 4, 5]*}, Information Architect ^[5, 6, 7, 9], UX Designer ^[9, 10, 11, 12, 13], and passionate Web Designer - Front End Developer ^[13, 14], with a background in delivering high-quality services in a number of local and international organisations. Confident working both as part of a team and in positions of responsibility within a broad spectrum of environments including retail and wholesale industries, e-commerce, educational services, hospitality and luxury accommodation management.

First-class communication skills and an ability to motivate and persuade people at any level as a result of knowledge and a career in a variety of fast-paced roles. Dedicated to exceeding expectations and encouraging others to do the same through consistent attention to detail and a positive, hands-on approach. Seeking new perspectives to broaden my knowledge and expand my horizons.

Positions held to date demonstrate advanced technical capabilities and versatility, whilst underpinning an ultimate desire to continue to thrive in the field of marketing and customer services.

* footnotes refer to certificates, courses and studies, given on pages 2-5.

Work Experience

2012 – now
(4 years +)
[Version4](#)
Adelaide, SA
FRONT-END DEVELOPER & SEO SPECIALIST
Designing websites ^{link} and boosting SEO ^{link} to significantly enhance market visibility through Digital Marketing campaigns. Analysing data and trends in order to uncover new business opportunities and create sales.

2008 – now
(8 years +)
[vagelis.me](#)
Adelaide, SA
FREELANCER - WEB CONSULTANT AND DEVELOPER
Working on various web projects with over 8 years' experience in the web industry. Creating websites, providing leadership, managerial oversight and leveraging online modalities to promote clients' online brand presence and form strategic online/offline synergies. Areas of expertise ^{link} include strategic planning, project management, digital marketing, information architecture, UX Design, web development (bootstrap, - LESS, -SASS/compass), responsive web design (Adobe suite), SEO and SEM (including Social Media marketing, Q&A sites, LinkedIn forums, reviews and social reputation, Paid Advertising, Location-Based Services, Local SEO, link building, blogging and Email marketing campaigns). Specialising in PPC advertising strategies and increasing visitor numbers. A marketing professional with a passion for consumer insights and emerging digital opportunities, and optimising digital channel performance, with a track record of improving digital awareness.

1997 – 2011
(15 years)
[LAIRA Plants of the world](#)
Athens, Greece
MARKETING, BUYER
Promoting, designing and installing decorative greenery schemes for commercial spaces including offices, hotels, restaurants, showrooms, display homes and reception areas. Photograph projects/products and designing brochures for print publications. Buying - importing from other countries (Holland, Germany, China, Italy) and distributing in the national market. Using SEM knowledge to appear consistently on the first page of Google results.

1992 – now
[SUN BEACH HOTEL](#)
Platamonas, Greece
OWNER (Manager from 1992 to 1996)
Overseeing the day-to-day management of a holiday facility. Using superior customer service skills to establish rapport with clients. Demonstrating strong team-oriented skills through interdepartmental liaison. Encouraging a team of staff to maximise potential and consistently surpass targets.

1987 – 1992
(5 years)
[CAVA POTON](#)
Platamonas, Greece
WINE DISTRIBUTION MANAGER / WAREHOUSE LOGISTICS SPECIALIST
Managing hundreds of internal and external relationships including local suppliers. Determining, implementing and monitoring purchasing, storage and distribution strategies, policies and plans.

Skills

Proficient in Information Architecture (IA) and an exceptional analyst with extensive knowledge of market leading trends. Expert in product management, market analysis and in revealing new prospects through market research. Specialist in UX and in increasing conversion rates and sales. Skilled in offline marketing with a strong background in business (25+ years), and online marketing (8+ years) as SEO, Google places, remarketing, Social media, Email marketing & PPC advertising strategies (Adwords/LinkedIn/Facebook). Experienced in measuring results in order to accomplish objectives: Web analytics (Google Analytics - eCommerce Conversion Tracking, KISSmetrics), Data visualisation (Business Intelligence), Advanced Statistics - Reports. Proficient website builder and enthusiastic graphic designer using a range of software.



Personal Information

E-mail: vagelis.hatzilamprou@gmail.com
Phone: 0468 487 991
Websites: [version4.com.au](#)
[vagelis.me](#)

Education

School of Administration and Economy, Larisa, Greece
Specialisms: Business Management & Communications, Business intelligence, Computer Science, Operations Research, Data representation, Accounting, Management Information Systems, Project Management, Agile Methodologies

Software Experience / Skills

Digital Marketing - SEO, SEM, UX Design	Project Management
Front-end Development, Web development	Agile project management
Typography	TaskProcess, Scrum & Kanban methodologies
Graphic & Web Design	HTML5/CSS3, CMS - Joomla, WordPress
Cloud Services, Amazon EC2, S3, Apache web server, Linux System administrator	PHP/MySQL
Email Marketing CampaignMonitor	Adobe Photoshop
Google AdWords, Analytics - Google + Local forBusiness	Adobe Illustrator
	Adobe InDesign
	Business Intelligence / QlikView 10
	Access, Publisher, Excell etc ...

Interests

Wood working, Photography, Photo retouching
Architecture
Data visualization
Oil Painting
Diving
Archery
Chess

Language Skills

Advanced C1 in English
Fluent in Greek

RELATED STUDIES [ONLINE COURSES]

1. ^ - ONLINE MARKETING - SEO

Essential SEO Training For Successful Web Marketing - Infinite Skills
SEO and Link Building in 2014 - Harald Tschuggnall
Traffic Secrets: Incredible Traffic driving techniques Syed - Hassan Bukhari
The Ultimate Guide to Advanced SEO - Glen Allsopp
Get Your Marketing In Order For Higher Profits - Fran Piggott
7 Weeks Link Building - Ken McGaffin and Garret French
Ultimate Guide to Link Building - Eric Ward and Garrett French
Indexing and Link Building - Isaac Podimore
Link Building is Dead. Long live link building - Sage Lewis
The Ultimate Guide to Link Building - Adam Lawrence
SEO for Google Places - The Secret - James Dreesen
The Complete SEO 2013 and Beyond - Dr. Andy Williams
Link Building Strategies that work - Trevor Dumbleton
Fifty SEO Ideas - Jason McDonald
Getting to Know SEO - Andre Kibbe
The Ultimate SEO Machine - Mario Brown
Advanced SEO - L. Rose

2. ^ - SOCIAL MEDIA MARKETING - PAID ADVERTISING

Pinterest Success System: Attract Customers Automatically! - Nate Ginsburg
Advanced Tactics with Hootsuite Pro - Hootsuite University
YouTube Secrets - Making Money From Your Own YouTube Videos - Alun Hill
Facebook Ads Secrets | 10x Cheaper Ads | 7x Quality leads - M. Mawy
Introduction to Social Media Marketing - Gradberry Academy
More Traffic, Customers and Profits with Google+ - MUSU Media
500 Social Media Marketing Tips - Andrew Macarthy
Google+ Social SuperHero - TW Walker
LinkedIn Social SuperHero - TW Walker
How to Make Money with Twitter - Tom Corson-Knowles
Pinteresting, Pinterest Strategies for Brands & Bloggers - Tabitha Philen
Facebook for Business Owners - Tom Corson Knowles

3. ^ - EMAIL MARKETING

Crack Cold Emailing to Increase Sales and Grow Your Business - Scott Britton
The Cold Calling Secret - Mark Boardman

4. ^ - CONTENT MARKETING

The Moonlighter's Guide to Online Writing - Connie Brentford
How to Say it - Rosalie Maggio
The Copywriter's Cheat Sheet - Carol Zombo
Web Content Recipes - WordTracker

5. ^ - PROJECT MANAGEMENT

The Definitive Guide to Web Project Requirements Gathering - Ian Sharp
Productivity Hacks: Free Up Your Time & Make More Money - Joel Widmer
A Mindful Approach to Time Management - Tom Evans
Pass the Project Management Professional PMP Exam - Peritus Training
Learn the Skill of Effective Mind Mapping - Barry Mapp
The Agile Samurai Bootcamp - Jonathan Rasmusson
Impediments for agile teams - Growing Agile
How to Manage & Influence Your Virtual Team - Hassan Osman
Creative Problem Solving - Luke Houghton
Agile and Scrum Training - KnowledgeHut KH
Think Clearly with Visual Notes - Mathias Vestergaard
Master Your Time - Aaron G Myers
The 5-minute Communicator - Clarence Oliver

6. ^ - BUSINESS INTELLIGENCE AND DATA VISUALISATION

FusionCharts - Sanket Nadhani
QlikView 11 for Developers - Miguel Garcia and Barry Harmsen
Data visualization: a successful design process - Andy Kirk
Discovering Qlikview - Meers Gottfried Roberts

7. ^ - IT & SOFTWARE - COMPUTER SKILLS

Microsoft Excel: Advanced Training - Infinite Skills
Google Chrome Developer Tools - Mr Pete Moxon
Google Search Secrets - Hugo Matos
Google Advance Search - Search The Web As Professional - Ankesh Pareek
SketchUp Tutorial Video, A Practical Course - Infinite Skills
Amazon Web Services - Web Hosting & Cloud Computing With AWS - Infinite Skills
Amazon Web Services For Entrepreneurs and Bloggers - Linux Academy
Mastering The Linux Command Line - Linux Academy
Cloud Computing With Amazon Web Services - Karan Brar
Discover DevTools - Gregg Pollack
Linux, the commnad line - Janathan Moeller
Amazon Virtual Private Cloud (VPC) - Amazon Web Services
LifeHacker: The Guide to Working Smarter, Faster, Better. - Adam Psh and Gina Trapani
Mastering Regular Expressions - Jeffrey E. F. Friedl
RegularExpressionsCookbook - Jan Goyvaerts and Steven Levithan

8. ^ - 3D & MOTION GRAPHICS, VIDEO - PHOTOGRAPHY

Learn Adobe Premiere Pro: Video Editing like a Professional - Philip Ebner
Fireworks CS6:Web Graphics and Design Comp A-Z Master Course - Robert Farrell
Karl Taylor's Photography Course - Karl Taylor
Creating Motion Graphica with After Effects - Trish & Chris Meyer

9. ^ - USER EXPERIENCE

4 Creative Breakthroughs - Doron Meir

ABC for Designers: Tips & Exercises for the Design Practice Petr van Blokland

Affordances and Their Importance to UX Practitioners - Rex Hartson

Behavior by Design - Nir Eyal

Design for Engagement - How to Design So People Take Action - Susan Weinschenk

Go Capture: Learn How to Capture Your Creative Ideas - Doron Meir

How to Build Habit-Forming Products - Nir Eyal

Infographic How To: Data, Design, Distribute - John Meyer

Sentence Diagramming - Amy Lynn Hess

Methods of Design Synthesis: Research to Product Innovation - Jon Kolko

User Experience Design Fundamentals - Joe Natoli

What You Need To Know To Be A User Experience Professional - Susan Weinschenk

Above the Fold - Brian D. Miller

10. ^ - GRAPHIC DESIGN

Adobe InDesign Turbochargers: Work Faster and Smarter - Joseph Caserto

How to create anything for print, digital w/ Adobe inDesign- Robert Farrell

Real World Graphic Design: Adobe Photoshop and Illustrator - Rob Cubbon

Adobe Photoshop CS6 Tutorial. Self-Paced and Easy to Follow Infinite Skills

Adobe InDesign CS6 Tutorial - Infinite Skills

Adobe Illustrator CS6 Master pro techniques print and web - Robert Farrell

Photoshop CS6 Essentials Getting Started with Photoshop CS6 - Robert Farrell

Photoshop Tools: Start learning Photoshop! - Philip Ebner

Essential Skills for Designers - Mastering the Pen Tool - Martin Perhiniak

Essential Skills for Designers - Masking - Martin Perhiniak

"1" The Biggest And Most Popular Photoshop Course - Manfred Werner

Adobe Certified Training: Photoshop CS6 New Features - Train Simple

E-Z Photoshop Techniques for Social Media Marketing - Jeff Zahorsky

Learn Photoshop, Web Design & Profitable Freelancing - Barin Cristian Doru

Adobe Illustrator CS6 Tutorial, Training Taught By Experts - Infinite Skills

Fundamentals of Design - Tim Dikun

The Non-Designers Design Book - Robin Williams

How to Design Cool Stuff - John McWade

White Space is not your enemy - Kim Golombisky and Rebecca Hagen

Universal Principles of Design - William Lidwell, Kritina Holden and Jill Butter

11. ^ - COLOUR PSYCHOLOGY

Color Basics for Print Designers - Joseph Caserto

Lifehacking With Color Psychology: Increase Your Impact - Kristen Palana

12. ^ - WEB TYPOGRAPHY

Typography Fundamentals - Wanda Granata

The Big Book of Font Combinations - Douglas Bonneville

Getting the Hang of Web Typo4graphy - SmashingMagazine

13. ^ - WEB DESIGN

CSS Cross-Country - Nick Walsh and Aimee Simone
Learning CSS3 - A Comprehensive Tutorial For Web Developers - Infinite Skills
Projects in CSS - Eduonix Learning Solutions
Advanced CSS Development - RefactorU LLC
Responsive Web Design: Made Easy - EDUmobile Academy
Front-end Foundations - Drew Barontini
Bulletproof Web Design - Dan Cederholm
CSS Development (with CSS3!) - Zachary Kingston
CSS3 for Web Designers - Dan Cederholm
CSS3 Visual QuickStart Guide - Jason Cranford Teague

14. ^ - CODING - WEB DEVELOPMENT

Become a Certified Web Developer - Mark Lassoff
Beginner PHP and MySQL Tutorial - Infinite Skills
Dreamweaver CS6 Build Phone apps w/ HTML5 CSS3 jQuery Mobile - Robert Farrell
Dreamweaver CS6 Build an HTML5 CSS3 website Getting Started - Robert Farrell
Git Going Fast: One Hour Git Crash Course - Jason Taylor
Firebug: White to Black Belt - Andrew Burgess
Google Maps JavaScript API - QScutter Tutorials
How to create a dynamic CMS website w/ MySQL PHP Dreamweaver - Robert Farrell
Java Tutorial for Complete Beginners - John Purcell
JavaScript Road Trip Part 1 - Jason Millhouse
Joomla 3 Template Design - OStraining LLC
Learn HTML5 Programming From Scratch - Eduonix Learning Solutions
Learn WordPress - A Quick and Easy Guide - David Lee Martin
Projects In JavaScript & JQuery - Eduonix Learning Solutions
The Complete Guide to WordPress - Piotr Wawrzyniak
Try jQuery - Gregg Pollack
Website Performance Complete Training - QScutter Tutorials
WordPress Advanced: Expand your site with great plugins - Nigel Openshaw
WordPress Essentials for Business - Marc Beneteau
WordPress eCommerce with WooCommerce - Marc Beneteau
jQuery UI In Depth - Ayad Boudiab
WordPress Most Useful Plugins and Themes - Lambert Klein
Joomla! Search Engine Optimazation - Ric Shreves
Advanced Joomla! - Dan Rahmel

15. ^ - PERSONAL DEVELOPMENT

Practical psychology - Prelude Character Analysis
Body Language for Entrepreneurs - Vanessa Van Edwards