

CURRICULUM VITAE

Personal information

Name **Konstantinos Ververidis**

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Greece

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Date of birth 17th May 1976

Place of birth Stuttgart [Germany]

Summary

- University graduate in Business Administration / Market & Communication Research
- Over six years of international work experience
- Enthusiastic marketer
- Analytical thinker with exceptional attention to detail
- Excellent communication and presentation skills
- Independent yet also effective team player
- Strong project management and organisational skills
- Flexible, reliable and capable to work under pressure and to tight deadlines
- Very ambitious with a genuine desire and passion for results
- 'Out of the box' thinker with can-do attitude
- Passion for the internet
- Computer literate

Work Experience

01.2009 – today

GfK Hellas, Athens [Greece]
Position Senior Research Executive
Sector FMCG, Media, IT/TC, Finance

Responsible for all project steps of national and international accounts:

- Client briefing
- Writing proposals
- Designing questionnaires
- Data analysis & interpretation
- Preparation and presentation of findings
- Providing insights and actionable marketing direction to clients

- Greek delegate in the European works council

Field of expertise:

- Brand & Communication (Product & concept testing, Ad-pre-tests, Brand tracking)
- Online Research
- U&A studies, including segmentation

03.2007 – 01.2009

GfK NOP, London [UK]
Position Senior Research Executive
Sector Consumer Products & Retail

- Responsible for international spirit tracker
- Secondment (once weekly) for one of the world's leading spirit companies
- Key client contact for any kind of additional ad hoc requests
- Project management of small to medium value ad-hoc research projects
- Liaising with internal departments and external research suppliers
- Writing proposals
- Designing questionnaires
- Data analysis & interpretation
- Preparation and presentation of findings

05.2005 – 03.2007

GfK Hellas, Athens [Greece]
Position Research Executive
Sector especially FMGC, but also IT&TC

Responsible for all project steps

- Client briefing
- Study design
- Writing proposals
- Designing questionnaires
- Data analysis & interpretation
- Preparation and presentation of findings

Field of expertise:

- Ad pre-/post tests
- Brand tracking
- U&A studies, including segmentation
- Product & concept tests

10.2003 – 10.2004

Degree dissertation in cooperation with
BVM [Berufsverband Deutscher Markt- und Sozialforscher e.V.] & GfK Germany

"The image of the market and opinion research in the population – based on the experiences of interviewers"

Objectives 1. Image analysis
 2. Developing of marketing activities to increase the image

Methodology 1. Qualitative [in depth interviews with interviewers]
 2. Quantitative survey

Results http://www.bvm.org/user/dokumente/inbrief_14.pdf [p.16-17]

03.2001 – 08.2001

MediaTransfer AG Netresearch & Consulting [now Harris Interactive], Hamburg [Germany]
Position Research Assistant
Sector qualitative & quantitative Online Research

- Assistance with the organisation, co-ordination and execution of qualitative & quantitative research projects
 - In-depth interviews
 - Group discussions [online & offline]
 - Usability tests of websites
 - Quantitative online surveys
- Liaising with external clients
- Designing questionnaires and discussion guides
- Preparation of presentations and reports

02.1998 – 08.1998

Grafik & Satz, Advertising Agency, Ditzingen [Germany]
Position Assistant

Assistance with

- Client liaising
- Project management
- DTP (Desktop Publishing)
- Web site development

Studies	University degree in Business Administration / Market & Communication Research at University of Applied Sciences Pforzheim [Germany]	
10.2001 – 10.2004	Upper-division courses & degree dissertation <ul style="list-style-type: none"> ▪ Methods of quantitative and qualitative market research ▪ Psychology of the consumer behaviour ▪ Sampling ▪ Computer assisted data analysis [SPSS] ▪ Marketing management and marketing instruments ▪ Advertising / communication 	
10.1998 – 07.2001	Lower-division courses	
Languages	Greek	[native language]
	German	[native language]
	English	[fluent]
IT-Knowledge	MS Word	[expert]
	MS Power Point	[expert]
	MS Excel	[advanced]
	SPSS	[advanced]
	DesktopReporter	[advanced]
	OPST® [Globalpark's OnlinePanelSiteTool]	[intermediate]
	Adobe Photoshop	[basic]
	Adobe Flash	[basic]
	Macromedia Dreamweaver [HTML & CSS]	[basic]
Additional Information		
Military service	completed [11.1996 – 05.1997]	
References	available upon request	