

# Alexander Nicolaides

Mark, Somerset TA9 4LS

Contact details:

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## Unique Selling Points

- I have excellent problem solving skills and extensive knowledge of statistical analysis from my technical background.
- I understand the student market. I have experience analysing student behaviour online, conducting usability testing with students and creating marketing campaigns for a student audience.
- I have an entrepreneurial spirit from experience working in a brand new start-up. I'm not afraid of hard work, trying new ideas or supporting other members of my team.

## EXPERIENCE

### Digital Analyst

*Full time work at e3 media Ltd*

**Mar 2014 to present**

During my time at e3, I have lead the analytics and site optimization for companies such as the Royal Navy, Kia and Orange. I improved the analytics process by bringing a focus to KPIs, automating the creation of metrics, using the latest tracking techniques and building custom analytics dashboards.

My key responsibilities included:

**Reporting** – I produce monthly analytics reports to help clients understand the performance of their KPIs. I ran workshops with clients to help identify the objectives of their digital platforms and identify measures of success. I regularly present insights to key stakeholders and make recommendations to help drive progress.

**Site optimisation** – I work with the Digital strategists and UX team to develop and run AB and MVT tests to optimise client websites and marketing campaigns. Examples include AB testing email templates and multi-variate testing application forms.

**Internal analysis** – I have used VBA macros in Excel to create automated client profitability and financial forecast dashboards for members of the senior management team.

I also hold a Google Analytics Individual Qualification, which requires detailed knowledge of Google Analytics, Adwords and Google tag manager.

### Chief Technical Officer (CTO)

*Full time work at Witlr Ltd*

**Dec 2012 to Dec 2013**

- Witlr was a graduate recruitment start-up based in Glastonbury, Somerset. We had sizable investment from a former director of Hargreaves Lansdown. We took the decision to finish the company Dec 2013 because we were unable to get enough companies to change their recruitment methods, however we did achieve a database of 15,000 students and graduates through our marketing campaigns.
- I was one of the first employed at Witlr and was given the responsibility of the technical side of the company. I had to work really hard to give the company a chance of succeeding. This included learning new skills very quickly and getting involved with almost every aspect of the company. The role has given me the upmost respect for start-ups and companies that have built their way up.

My key responsibilities included:

**Analytics** – I produced weekly MI reports and ran complex statistical analysis (Excel, SPSS, Woopra and Google Analytics). I would report to the Managing Director and Co-founder with due diligence and insights. I have experience using database tables (SQL, phpMyAdmin and MySQL).

**Product Development** – I used Usability Testing, Site Optimisation (AB and MVT) and problem solving skills to produce new components and enhance the performance of the website. I would also lead QA testing and assign cross-browser testing to team members.

**Front-end development** – I coded the front-end of the website using HTML5, CSS3, Javascript and LESS. I also had to build pages to be integrated with CMS. The website used the Laravel framework and we used Github as our repository.

**Digital Marketing & SEO** – I was in control of budgets and advertising across Adwords, Facebook ads and LinkedIn ads as well as optimising the site to improve search engine ranking positions.

## EDUCATION

### MSc Sports Engineering (Merit awarded)

Sheffield Hallam University, UK

Sep 2011 to Aug 2012

Studied full-time at one of the World's leading institutes for Sports Engineering. This unique course is about applying advanced engineering techniques to the research and development of sports technologies.

- My project "*Effect of string pattern on spin generation in tennis*" was associated with **Prince sports**. I achieved a distinction and my scientific paper was published in Sports Engineering journal (<http://goo.gl/zwhNsH>). Prince sports have released a new range of racket with ESP (extreme string pattern) based on my research.
- I had the privilege to test and analyze the USA Olympic diving team before the London 2012 olympics.
- Created a complex model of the trajectory of a tennis serve which Prince sports used to look at the trajectories of their in-house tests.

### BSc Mathematics with Sport Science (2:1 awarded)

University of Wales, Swansea

Sep 2008 to Jun 2011

This unique course combined my interests of Mathematics and Sports Science. The course was heavily weighted in Mathematics.

- Key modules included

Algebra	70%	Analysis	76%
Calculus	76%	Differential Equations	77%
Numerical Methods	84%	Vector Calculus	64%
Dynamics	75%	Sports Biomechanics	67%
- High First Class grade (80%) in my dissertation project on Quantum Mechanics, which included two class presentations.

## SPORTS & OTHER EXPERIENCE

I'm very passionate about sport, I am very competitive and like to get involved and try out different things. I currently play tennis at a competitive level reaching a top 50 ranking in Somerset in 2014.

- I have previously conducted voluntary work as a tennis coach for ages 6-11.
- University of Wales, Swansea sports teams, Hockey and Tennis.
- Witlr social football team captain.
- Completed the Cardiff Half Marathon 2010 raising £300 for charity.

References available on request