

Chrysa Giannoulaki

Personal Info

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Date of birth
1982-03-17

Languages

English, Greek, French, Spanish

Technical Skills

SQL, R, SPSS, VBA, Business Objects, E-VIEWS, STATA, MATLAB, Tableau

Key Skills

Team Management, Project Management, Critical thinking, Problem solving

Awards

- Great work on delivering accurate, qualitative and timely reports - eBay Spot Award
- Extremely quick in adopting new reporting tools, techniques and delivering tangible results. Strong and easy adaptation to the new tasks - eBay Spot Award
- Extraordinary performance on Display Analytics, Dashboards & Real Time Bidding - eBay Spot Award
- Main project contributor in testing ROI campaigns & providing incremental insights for the Internet European Marketing Team eBay Spot Award

Multi-Channel Marketing Analytics manager with 10 years of experience in analytics. Drive value creation for marketing through CRM analysis, forecasting behavioral trends, performance analysis, and predictive modeling. Have effectively lead the global display and regional analytics teams in eBay. Managed to improve efficiency in Marketing channels by more than 100% and have applied new cutting edge methodologies for channel measurement. Adept at influencing campaign execution to optimize marketing investment.

Experience

2017-02 - 2017-12	Digital Campaigns Analytics Manager eBay Inc. - Zurich, Switzerland <ul style="list-style-type: none">• Lead the offline and online Marekting Analytics team• Drive Value creation by leading projects and initiatives that enhance revenue growth in a profitable and sustainable manner• Discover market and product trends, patterns, or correlations for data driven business strategic decisions• Generate actionable reports and recommendations on user life-circle, improving awareness, retention, conversion for new customers• Introduce new methods and use machine-learning technics and predictive modeling to providing recommendations for CRM implementation across Europe.• Working closely with the Country leads, BUs, IT, Finance teams to build the business case for high impact initiatives• Drive the standardization of metrics / KPIs, Performance bench-marking and forecasting , design A/B testing• Synthesize large amounts of data into clear and actionable insights for marketing effectiveness.• Provide sound, objective and data-driven analysis to enable the execution of key initiatives, develop visualization solutions, manage projects
2012-10 - 2017-02	Global Display Analytics Manager eBay Inc. - Zurich, Switzerland <ul style="list-style-type: none">• Lead global display analytics team•Translate data mining results into clear business focused deliverable that enhance decision making and business growth• Develop and implement the attribution system of the Display channel• Automate reporting process and develop dashboards and tools for optimal spend allocation, forecasting and ROI maximization - increase efficiency by more than 100%• Launch new engagement indexes, drive consistency of approach and provide guidance on best practices to measure campaigns effectiveness• Country, Media and User Segmentation (CRM) analyses• Set goals for vendors and provide guidance for new contracts signed based on data driven modelling process• Full accountability of planning and forecasting for the display marketing channel across Europe and US• Work closely with Top Management, Business Units, Product Development, Agencies, Finance and Product Management teams• Create real time creative experimentation and reporting - Continuous improvement of new/innovative data visualization techniques
2008-06 - 2012-09	Delinquent Loans Analytics Manager <i>Eurobank Bank Group - Business Strategy & Analysis -Athens, Greece</i> <ul style="list-style-type: none">•Lead delinquent loans analytics team• Close cooperation with departments’ heads to achieve their monthly targets the technical development team to insure correct translation of business requirements• Development of methods, processes and systems building new reporting tools and assisting in the enhancement of them• Responsible for Risk Evaluation and Product classification. Prepare consolidated daily forecasts with thorough analysis of variance and bridge reporting• Retrieve and analyze data to support and propose business decisions, contact clients clustering and quantitative analysis

Education

2008-2010 Athens University of Economics & Business - M.Sc. in Finance & Accounting
2004-2006 Athens University of Economics & Business - M.Sc. in Economics
2000-2004 Athens University of Economics & Business - B.Sc. in International Economic Studies