Marianna Nakos

mariannanakou93@gmail.com • Linkedin • GitHub

An enthusiastic professional with a strong foundation in project management, I am eager to expand my skills into the dynamic field of product management. I have a proven track record of leading and delivering diverse Due Diligence & strategy projects, demonstrating my ability to drive initiatives from conception to successful completion, ensuring timely delivery and stakeholder satisfaction. I am now seeking opportunities to leverage my product management skills and contribute to the strategic development of innovative products in a collaborative environment.

PROFESSIONAL EXPERIENCE

Innovation & Survey Design Associate| Dialectica   **October 2022 – Currently**
- Creating 35 + B2B Surveys and Insight Reports for Investment Clients with AVG N =50
- Leading the Quality Control Checks to reduce the project delivery time by 10%
- Cross-functional communication with: UX, Developers, Product Manager & Sales to integrate NPS feature
- Incorporating Hotjar to monitor customer journey and to ensure the scalability of the product
- Evaluating global software providers in order to integrate a new analytics platform
- Developing interactive dashboards which resulted in increasing requests for visuals by 10% in Q3

Senior Associate - Project Manager APAC | Dialectica   **January 2021 - October 2022**
- Coordinated with the team on updates in order to deliver high quality expert profiles within requested timeline (60')
- Connected directly with 50 + possible prospects for screening daily
- Reduced cost and delivery time of leads by 60% by using Lusha to optimize the sales cycle
- Liaised with 6-8 different client offices on a daily basis to be guide them regarding their business knowledge gaps
- Awarded Associate of the month for engaging C-Suite level subject matter experts with the lowest compensation rate in the company (May 2021)

Project Manager| Government of Investments   **January 2019 - February 2020**
- Conducted investigation on the Expenditure Declaration Forms reviewing all documents for 30% of the sample
- Gaining insights on spendings in different phases of each project through Power BI
- Registered 40+ different credits in the public platform

Department Sales Advisor| H&M   **April 2018 - October 2018**
- Achieved a 20% increase in monthly sales revenue Q3 within the Modern Department compared to the previous quarter.
- Successfully processed 100% of in-store transactions (& and e-commerce orders assistance) with minimum payment processing errors or delays.
- Supporting inventory optimization by delivering received parcels on time.

EDUCATION

MSc in Services Management with Minor in Marketing   **April 2018**
Athens University of Economics and Business (7,67/10)
- Conducted thesis on "The Empirical Investigation for the effectiveness of promotional activities (Discount VS Bundle) in the apparel industry." Advisor: Professor Paris Argouslidis

BSc in Economics   **June 2015**
University of Piraeus (7,76/10)
- Created the Marketing Analysis & Business Plan for J&J

SKILLS

- Project Management Tools: · Miro · Airtable · Hotjar · Figma · Jira · Zendesk · Agile
- Programming Languages: · HTML · CSS · XML
- Analytical Tools: · Domo · DisplayR · MailChimp · Wix · Wordpress · Canva

Certificates

- Product Management with Lean, Agile and System Design Thinking by Boston University
  - Developed the **Product Strategy** for a potential Amazon Product regarding Smart Home Security.

Projects

- Event Planned Conference for SADN* by creating online awareness and managing sponsorships (2023)
- Created a high-fidelity prototype through Figma to develop a **Responsive Web design** client portal (2023)
- Content writing about wellness on **Medium** in order to increase awareness about the impact of nutrition in our lives
  SADN is a Society of the Dodecanese Islands aiming to increase awareness regarding traditional activities & events