



**Liana Kokkolia**  
12 Platonos Street, Kifisia-Politia, 14 563 Athens, GREECE  
210-6202779 (Home), 6972-228036  
[liana@freitas-tsouris.com](mailto:liana@freitas-tsouris.com)

#### MARKETING ANALYST MSc

Holding highly developed skills in research, analysis, planning, development of marketing campaigns for UK and Greek companies. Experience in development and management of annual marketing plans, overview of market elements, sales, distribution, participation of different channels, forecasting of products' volume sales, involvement in the creation of advertising campaigns from copy development to final execution, management of ad-hoc market research projects, creation of brief, evaluation of market research proposal, implementation supervision and follow-up, coordination of NPD projects, involvement in the selection of a permanent team for in-store activities large software projects. Being a group winner of the EFFIE Award -1st Prize in the Food & Dairy category. Innovative, resourceful, hard-worker with a talent to make new friends.

#### ADVANCED SKILLS AND KNOWLEDGE AREAS

- Field research and overview of market elements
- Creation
- Analysis, planning and development of marketing campaigns
- Management of ad-hoc market research projects
- Microsoft Office, Word, Excel, Powerpoint, Analyzer (IRI), Powerplay
- Greek (mother language), English (fluent), French (fluent)


## EDUCATION

- MSc** MSc in Marketing. UMIST, Manchester School of Management. 1998-1999  
Dissertation: An Empirical Investigation of the influences upon localisation in multi-site retail stores. A project sponsored by the Manchester Retail Research Forum (Companies participating in the project: Marks & Spencer, Kingfisher, BAA, Exel Logistics)  
Grade: A
- BSc** Degree in Informatics, Athens University of Economics and Business. 1991-1996  
Option: 'Management Science and Decision Systems'  
Grade: 6,9 / 10.


## PERSONAL DATA


Date and Place of Birth: 27 December 1973, Athens, Greece  
Marital status: Single


## PROFESSIONAL EXPERIENCE

 Senior Brand Manager, FRIESLAND HELLAS SA, Dairy Product, responsible for NOYNOY Calciplus products and the launch of NOYNOY Calciplus yogurt (August 2003) and NOYNOY Calciplus evaporeé (September 2003), reporting to the Group Brand Manager, January 2004 – present.


 Product Manager, FRIESLAND HELLAS SA, responsible for NOYNOY Calciplus, reporting to the Marketing Manager, June 2002 – December 2003.

 Junior Product Manager, FRIESLAND HELLAS SA, Development and management of the annual marketing plan, overview of market elements (sales, distribution, participation of different channels), forecasting of product's volume sales, involvement in the creation of advertising campaigns from copy development to final execution (winning of EFFIE Award -1st Prize in the Food & Dairy category), management of ad-hoc Market Research projects (creation of brief, evaluation of market research proposal, supervision of implementation), coordination of a NPD project, involvement in the selection of a permanent team for in-store activities, March 2000 – May 2002


 Responsible for NOYNOY Calciplus FRIESLAND HELLAS SA, , reporting to the Marketing Manager, July 2001 – May 2002. Reporting to the Senior Product Manager for NOYNOY Calciplus, NOYNOY Family. Involvement in the development and management of the annual marketing plan, active involvement in the change of products' labels, participation in the creation of advertising campaigns, set up and execution of all promotional activities concerning the NOYNOY FAMILY Artistic Gymnastics' meeting, handling of in-store promotional activities for NOYNOY FAMILY and NOYNOY Calciplus. November 2000–June 2001


 Responsible for NOYNOY kid, NOYNOY Light, NOYNOY Sweetened Condensed, Hemo, Realemon. FRIESLAND HELLAS SA, reporting to the Marketing Manager, management of all promotional activities of the products, monthly forecasting of products' sales. March 2000–Oct 2000.


---

 MINERVA SA, Edible Oils and Fats, Trade Marketing Department. May 1998–July 1998

 CUSSONS UK Ltd, Toiletries and Household Products, Assistant Brand Manager, September 1997–April 1998

 CUSSONS UK Ltd, Toiletries and Household Products, Assistant to the Marketing Planning Manager. Management of the project of “Mild Cream Liquids” launch, conduct of Market Research to decide the potential change of the fragrance of one of the company’s products. February 1997–April 1998

 CUSSONS UK Ltd, Toiletries and Household Products, Market Research Analyst. Involvement with continuous research, construction and analysis of reports for the marketing and sales departments, completion of a project on Loyalty Cards and the effectiveness of this means for Cussons’ promotions. February 1997–August 1997

 MINERVA SA, Edible Oils and Fats, Management Trainee. September 1996–January 1997

PRECICOM SA, Software Development Company, Programmer, part-time occupation, March 1995–April 1996

### Seminars

- Innovation Management Framework FCDF (1-day seminar), December 2002.
  - Finance for Non-Financial Managers, held by ALBA (2-day seminar), February 2002.
  - Market Research Guidelines, held by Friesland Coberco Dairy Foods (FCDF) in Enschede, The Netherlands (2-day seminar), February 2001.
  - Various seminars of short duration run by Cussons (i.e. Managing difficult people, Time management, Making presentations), February 1997-March 1998.
  - Profitable Product Management, Consumer Goods and Services held by CIM, UK (6-day seminar), February 1997
  - Packaging–Promotion of Goods and Services held by IRM (Greece) October 1995-January 1996
-