

CURRICULUM VITAE



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PROFESSIONAL EXPERIENCE

2018-2022 Assistant Professor-Academic Grand Holder in International Hellenic University in Thessaloniki, Faculty of Economics and Administration, Department of Organisation Management, Marketing and Tourism, PHD candidate

2005-2018 Assistant Professor in Alexandrian Technological Educational Institute in Thessaloniki (ATEI), Department of Tourism Management

2016-2019 Sales Executive N. Greece for B&A Travelmaster-eHotels-transfers

2013-2016 Sales Executive Greece and Cyprus for Air Berlin

2012-2013 Sales Executive in Discover the World Marketing for Air Berlin

2007-2010 Key Account Manager Greece for Czech Airlines, Airport office Supervisor

- 2004-2005 Sales Executive Northern Greece for Discover the World Marketing (GSA for several airlines in Greece), Airport Supervisor for Azzurra Air, Czech Airlines, SAS Scandinavian Airlines
- 2002-2003 Sales Manager Northern Greece for Azzurra Air in Discover the World Marketing
- 2001-2002 Key Account Manager Northern Greece for airline Alitalia
- 2000-2001 Key Account Manager for airline Alitalia in Discover the World Marketing, Airport Supervisor
- 1998-2000 Sales Representative for airline Alitalia in Discover the World Marketing
- 1996-1997 Airport Supervisor for Tarom Airlines (Thessaloniki)
- 1993-1998 Working for the travel agency *Splendid Travel Center* at the Department of Ticket Sales, Sales of Package Holidays, Training new employees
- 1992-1993 Working for the travel agency *Arion Tours* at the reception, Ticket Sales Department, Package Holidays department.
- 1988-1990 Organization of receptions in restaurants “Amalthia” , “ Gourmet” and “Estiarchos”
- 1989-1990 Merchandiser in “Operation Center of Product Promotion”

STUDIES

- 2021 PhD Candidate of the International Hellenic University under the supervision of Dr. Kassianidis Panagiotis, Aviation Management
- 2008 Master in Tourism Management (Hellenic Open University)
- 2005 TOEIC Certificate in English Advance Level
- 2004 ECDL Core Certificate (European Computer Driving Licence Syllabus 4.0)
- 1991 Scholarship of Greek National Foundation of Scholarships at

Leeds Polytechnic (England) at the department of *Leisure*

Studies

1988-94 Diploma of School of Management and Economics, Department Of Tourism Management, Degree of Tourism and Hospitality, ATEI

1988 Diploma in English Level Proficiency of *Progressive English Group of London*

SEMINARS

2020 «School Psychology», KE.DI.VI.M., University of Macedonia

2020 «Administration of Education», E.E.P.E.K.

2020 «Educator Training in the Utilization of IT in Teaching». E.E.P.E.K.

2019 «Market Segmentation», EL.KE.DI.VI.M.-EOPPEP specialization program

2019 «Training the Teachers», EL.KE.DI.VI.M.-EOPPEP specialization program

2019 «Principles of Adult Education», EL.KE.DI.VI.M.-EOPPEP specialization program

2019 «Smart Cities and Place Marketing as Development Planning Tools»,

2019 « Management of Educational Units», EKDDA

2018 «Local Cultural Development and ICT», EKDDA

2018 «Culture and Local Development», EKDDA

2013 Sales Force CRM – Zoho CRM

2013 MIDT sales and reservations statistics

2007-10 Safety Security Certificate from Czech Airlines

2007-8 Sales Skills I,II/ Presentation Skills/ Communication Skills I,II/ Time Management / Leadership Skills (Czech Airlines, Prague)

2007 AMADEUS Basic / Fare quotation (Czech Airlines, Prague)

2003 Seminar concerning the International Commercial Relations

- between Greece and Italy
- 2002 Seminar for *Azzurra air* reservation system (CRS Kama, Astral, Sabre)
- 1998 Seminar for *Alitalia's* reservation system CRS Arco
- 1998 Seminar for *Gallileo* reservation system Basic Course
- 1995 Sales Seminar of *Austrian Airlines* for "Austrian Holidays" Packages
- 1994 Sales Seminar of *Swiss Air*
- 1993 Certificate of *Sabre Travel Information Network* for Basic and Advanced Course
- 1992 Certificate for *Amadeus Reservation System* Basic Course

PUBLICATIONS

- 2021 9th International Conference on Contemporary Marketing Issues 3-5 September 2021, "Aviation industry recovery: rising confidence of air travel the key for increase the Load Factor"
- 2021 4th International Scientific Conference, Tourman 2021, "Restarting Tourism, Travel and Hospitality: The Day After", 21-23 May "Safely Navigating the Aviation Industry Recovery: the key for increase the Load Factor"
- 2007 The International Conference B.EN.A-ICAI 2007
Alba Iulia Romania 18-20 July 2007
"Sustainable Development in the Balkan Area: Vision and Reality"
- 2006 2nd International Scientific Congress:
Progress in Tourism and Hospitality: Present and Future Challenges
Thessaloniki 2006 Greece, 1-4/6 "Leadership and Motivation in a Tourism Organization".

SKILLS

Pro-active, sense of responsibility, independent, customer friendly and target focused, team player, communication skills, teaching skills

Excellent public relations with the majority of travel agents (IATA and NON IATA) in Northern Greece, from previous experience

Use of BSP link, Paxis, MIDT, Statistic files creation on BSP figures

LINK

Recommendations and more details in my account in Linkendin:

<https://www.linkedin.com/in/vasiliki-kefalidou-msc-26a8917/>