

 **2019 - TODAY** e-Commerce Manager
| LETO SA

- + Led daily operations of three e-Commerce platforms (B2C & B2B), overseeing product assortment, pricing, and order management along with co-op agreements.
- + Directed content strategy & product lifecycle across all digital touchpoints
- + Supervised & coached cross-functional e-Commerce team (Customer Care, Content, SEO, Sales) - 4+ direct reports.
- + Management of ERP, Websites & Logistics Integration.
- + New services testing & implementation every 6 months
- + Daily Communication with Distributors, Digital Agency, IT, Developers.
- + Designed targeted email marketing automations using ERP data and customer personas (RFM segmentation)
- + CDP Development & Integration.
- + Custom Funnels & RFM Lists in collaboration with Digital Agency.
- + Performance Activities in collaboration with Marketing Dpt.
- + Google Analytics Reporting.
- + GDPR Compliance Measures | Cyber Security & Resilience Measures
- + Concept & UX Design
- + Social Administrator - Contests



Managed to increase Sales turnover over the years, more than 300%. Participated heavily in a fully digital transformation of the company.

 **2017-2018** e-Commerce Manager
| Motodynamics Group

- + Daily Management of Content / Products
- + Responsible for managing staff (3 direct reports for call receiving and sales, SEO Copywriting & Data Entry)
- + Management of ERP, Website & Logistics Integration.
- + Daily Communication with Distributors, Digital Agency, IT, Developers.
- + Every-Day Running of e-Commerce Site / Orders / Sales / Strategy
- + Google Analytics Reporting
- + Seo Spec with the participation of 4 companies
- + New services testing & implementation every 3 months
- + GDPR Compliance Measures | Cyber Security & Resilience Measures
- + Concept & UX Design
- + Social Administrator - Contests

Created an innovative Yamaha motor parts e-directory with custom filtering and b2b/b2c price policies

 **EDUCATION**

2023 - 2024 | Executive e-Commerce Certification (Athens University of Economics & Business)

Numerous Seminars since 2000 in e-Commerce, Project Management, Customer Care. Countless workshops & events in Greece & abroad around GA4, e-Payments, Newsletter Mrkt, Excel Data Analysis & Forecasting, e-Commerce AI & Personalization, Customer Satisfaction, Call Brain Analysis.

1998 - 2000 | Multimedia & Internet Services | KORELKO IVT | DEGREE
eCommerce, Project Management, Multimedia Editing, Internet Mrkt, HTML / PHP coding.

FANDRIDIS LETTERIS

e-Commerce Manager

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Accomplished e-Commerce Manager with over 15 years of experience leading digital transformation, omni-channel strategies, and full-cycle management of high-performing online stores. Proven track record in increasing online sales by over 300% and optimizing customer experience through data-driven strategies and automation.

Find more details at www.fandridis.gr

 **SKILLS**

Extensive knowledge in leading ERP, CRM & Loyalty schemes along with e-Commerce, Customer Care, Project Management.

Elite Experience in Omnichannel, Customer Lifetime Value, KPI Monitoring & Reporting, Revenue Optimization Important integrations in programs as SAP, SoftOne, Atlantis, Salesforce.

Accordingly, i have worked on modifications based on the respective needs and with the development teams in Presta, Magento, Joomla, WordPress.

 **2015-2017** Head of e-Commerce
| Naturality SA

- + Startup Launch e-Commerce Site in Germany
- + Responsible for managing staff (3 direct reports for call receiving and sales)
- + Every-Day Running of e-Commerce Site / Orders / Sales Strategy
- + Dev Spec for Site Development
- + Concept & UX Design
- + DHL Logistics & Transport Agreement
- + Translation Spec
- + Products Photoshoot Management
- + New services testing & implementation every 6 months

First ever foreigner para-pharmaceutical company that managed to secure an agreement with DHL for remote storage in their Logistics center and distribution of the products. Achieved +40% logistics cost savings via DHL integration for EU market

 **2013-2014** Project Manager e-Commerce
| Media Markt SA (Media Saturn)

- + Collaborated with multiple internal teams in order to progress more than 15 projects and further extend the website usability. Projects like:
 - + Tele-Sales Team - Operators. I participated with proposals for the creation of an internal team based on the experience i had in a previous company and how we can improve its results and methods along with the overall cost for the whole operation with a co-operation that there was with a call-center company. The total cost decreased over 50%
 - + Creation of XML Linking for the ecommerce. I lead the activities revolving around reaching a better financial agreement with the outsource vendor and resolve structural problems. I succeeded with a decrease of nearly 40% of the original price/cost to the business.
 - + Enrich Products Page / Search Filters. The Project had as its target, to improve the filters of the e-commerce site in comparison with other competitors and to build a system that would offer guidance to customers.

All the projects were delivered ahead of time and with significant cost savings.

 **2009 - 2013** e-Commerce Manager
| Kolomvounis Bros SA

- + Daily Management of Content / Products
- + Responsible for managing staff (4 direct reports for call receiving and tele-sales)
- + Daily Communication with Distributors, Digital Agency, IT, Developers & Every-Day Running of e-Commerce Site Orders / Sales / Strategy / Co-Op Activities
- + Constantly Monitoring assortment prices, development a very innovative tool (for that time)
- + Concept & UX Design
- + Newsletter Management / Personas Segmentation
- + Social Administrator – Contests
- + Events management & happenings in the stores of the company for co-op activities
- + Co-Designer of the graphics & Banners of the company

The e-Commerce department of the company, managed to double the turnover in two consecutive years and introduce various services unknown till then to Greeks Eshops like ability to contact via Skype, Online Chat on the page via chatBot & agents, Loyalty Scheme

 **2004 - 2006**

**Founder / CEO
| Gameplay GP**

- + Responsible for managing staff (8 direct reports)(most of the colleagues i had at ACN, were hired by Gameplay)
- + Content Management of the Vortal Site
- + Public Relations & Collaboration with distributors & agencies
- + Responsible to create domestic promotional events within collaborating stores (Internet Cafe)

In 2006, Gameplay have organized multiple Gaming Events, in a big technological event in Athens, called Gamics with sponsors like OTE & Germanos Group and with attendance over 35.000 visitors with ticket

 **2000 - 2001** Project & Community Manager | Compulink SA

- + Responsible for managing staff (8 direct reports)
- + Content Management of Vortal Site
- + Created the first network of Internet Cafe in Greece, with more than 100 stores
- + Public Relations & Collaboration with distributors & Advertising Agencies for co-op activities
- + Responsible to create domestic promotional events within collaborating stores (Internet Cafe) and in Helexpo, an International Trade Fair in Thessaloniki with various sponsors (Microsoft, Logitech, Razer and others)
- + Coverage International Events (UK)

Created & maintained a customer base of 100 connected i-cafe & thousands of players around Greece

 **2006 - 2009** Project & Community Manager
| Gamers EES (Germanos Group)

- + Responsible for managing staff (20 direct reports in 3 different countries - UK, Poland & Greece)
- + Content Management (Vortal, IPTV (First time in Greece), PDF Subscriptions Magazine)
- + Public Relations & Collaboration with distributors & Advertising Agencies
- + Responsible to create domestic or abroad promotional events within collaborating stores (Multirama Stores)
- + Coverage International Events and meetings with potential customers or co-operations (Germany, UK, Japan)

We have created the first IPTV Gaming Channel in Greece in collaboration with Liberis Publication Group and attendance more than 15.000 people watching per day.

 **2001 - 2004**

**Project & Community Manager
| ACN SA (Altec Group)**

- + Responsible for managing staff (8 direct reports)
- + Content Management of the Vortal Sites
- + Big Network of I-Cafe (more than 300 around Greece)
- + Public Relations & Collaboration with Distributors & Advertising Agencies for co-op activities.
- + Daily Content & Co-Presentation to a TV Show (Hackers - Alter TV)
- + Responsible to create domestic promotional events within collaborating stores (Internet Cafe) & in Helexpo, an International Trade Fair in Thessaloniki with various sponsors (Microsoft, Logitech, Razer, Nintendo, Blizzard, CD Projekt and others)
- + Coverage International Events and meetings with potential customers (USA, UK, Italy, Poland, Ireland)
- + Partnership and digital transformation of comics famous artist ARKAS
- + Partnership with Gamespot / Fileplanet Network (USA)

Developed a community of 60.000 monthly subscribers (via Game Card - a dedicated product used to connect to internet and use Gaming Services - Something that happened first time in Greece)

 **1998 - 2000**

**Assistant Manager
| Next Generation SA**

- + Responsible for creating Presentations with Microsoft Powerpoint
- + Responsible for graphics & sounds



Awards

Multiple Awards & Success in all the companies i have worked till now. Most recent awards:

- + e-volution Awards 2024 (Silver | e-Commerce)
- + e-volution Awards 2022 (Bronze | Redesign / Relaunch Eshop)
- + e-volution Awards 2021 (Bronze | Omnichannel CX Experience)