Lucas Liaskos

Website: http://lucasliaskos.com/
LinkedIn Account: http://www.linkedin.com/in/lucasliaskos

Community/Marketing Manager - IT Professional

Summary

- Proven track record of successful **engaging**, **support and expansion** of **online communities** by designing and improving upon various processes and practises.
- **7 years' experience** with **SEO/SMO.** Expert in **Social Media Implementation & Management**.
- **10+ years**' experience in the **IT sector** having managed many **IT related projects, technical support and sales teams**.
- Strong understanding of **Digital Media** as well as keeping up with the latest **Social, Technological and Digital Trends**.
- **7 years' experience** with the **Wordpress** platform.
- Power User of **Google Analytics**, **Webtrends** and various other **analytic software** and **marketing intelligence tools**.
- Strong communication, **cross-group collaboration**, and **interpersonal skills**. Ability to work to deadlines and **work independently**.

Experience

SIEE, London   2014 – Present

European Community Manager – Managing a large and culturally diverse team consisting of different Community Managers and Community Coordinators from diverse cultural backgrounds in order to ensure that appropriate community marketing and support strategies are implemented across all online PlayStation channels whilst also project leading various community projects in order to further develop the SIEE community from a marketing perspective.

- In charge of recruiting, training, providing assistance and encouraging the interaction and support between the different Community Managers in order to optimise the Community Team's performance.
- Interpret and develop the community from a marketing point of view.
- Part of the UI / UX evaluation, redesign and development of the community forums.
- Liaising with other SIEE stakeholders, including Product Managers, PR Managers, local SIE territory offices and 3rd party video gaming companies such as **Bandai-Namco, KOEI Tecmo, 2KGames, Capcom, Rocksteady Studios, CD Projekt Red, Blizzard Entertainment** and many others.
- Coordinating the Community Team in order to create regular and ad-hoc community reports with regards to any PlayStation products or services from different SIEE regions. Examples include monthly community reports, ad-hoc community product reports (PS4, PS Vita, PSVR launch campaigns), sentiment and customer satisfaction reports and various others.

Key deliverables: Community team management, performance management, project management, marketing community strategy, relationships management, reporting & consumer Insight, Lithium platform administration management, evaluation and redesign.

Greek Community Manager – *Engaging and representing the Greek PlayStation Community (listening, monitoring, and being active in understanding what the Greek PlayStation Community is discussing in both the SCEE and the wider PlayStation channels) as well as maintaining a visible online presence for the support and mentoring of it.*

- The creation and management of collaborative processes.
- **Engaging the community** by responding to its requests and needs. This includes communicating with community members both in private and in public.
- **Brand Evangelist**: **Planning**, **executing** and **promoting** various community programs, events, contests, products and upgrades to customers by using traditional marketing tactics and controversial discussions (currently responsible for supporting and further developing the **SCEE Marketing Campaign** for the upcoming **PlayStation 4** product launch in over 13 different languages/territories through the PlayStation Community Channels)
- **Social Media Implementation & Management**: Created the Official Greek PlayStation brand page on Facebook, Greek PlayStation Twitter and YouTube accounts. Lead the editorial strategy for the mentioned social media channels as well as making sure to implement a proper SEO depending on the platform used.
- Gathering **Community input** for **future products** and **services** from SCE.
- Establishing and maintaining ties with associated communities and the computer game industry (POC for Namco Bandai regarding the fighting games genre).
- **Recruiting**, **training** and **managing volunteers** (influencer marketing).
- Facilitating events in coordination with the Online Marketing team.
- Securing **press coverage** and building strong and long lasting press relationships (Example: Zougla.gr collaboration – Biggest news website in Greece)
- Providing **event feedback** & presentation for the Greek Community of SCE.
- Point of Contact (POC) and responsible for the **E3 2012/2013 event preparation**, **communication plan, information distribution** and **feedback** regarding the **online community channels** across **all EU SCEE territories**. (fifteen PAL territories)
- Assist in the **advertisement, promotion** and **beta testing** process of 1st party game titles within the community (Examples: DUST 514, Starhawk, and Ecolibrium).
- **Localizing** from **English** to **Greek** & vice versa various SCE announcements (event announcements, product releases/updates, etc.)

Infoassist A.E. – Contact Centre Outsourcing, Athens, GREECE   2007 – 2011

Technical Team Manager – *Managed various technical teams of 30 to 40 staff members. These include 2nd line support/sales/Lead Generation and hardware support teams.*

- Lead outsourcing work projects for reputable company clients such as **Hewlett-Packard, Epson, LG Electronics, EMC Corp** and various others.
- Management/supervising of agents (30 to 40 employees).
- Training agents in the field of software/hardware handling.
- Supervised various lead generations projects as a project manager.
- Training Management
- Escalating issues to upper management, which have a significant impact on the Front office/client satisfaction
- Providing feedback to the HR department of the company with suggestions and ideas concerning the upgrading of existing departments and/or establishing new ones.
- Recommended changes for improvement of network configurations, and determined hardware and software requirements related to such changes (ex. deployed new employee attendance software TimeTrex).

[Elliniki Theamaton A.E.T.E](), Athens, GREECE   2005 – 2007

Project Manager / IT Supervisor – *In charge for the research, development and implementation of the company's network upgrade.*

- Researched, developed and managed the internal infrastructure (along with Paris Tsantes) of the company, after we had finished implementing it.
- Performed data backups and disaster recovery operations.
- Diagnosed/Repaired hardware and software problems.
- Desktop / Server Support - Windows 2000/XP/Vista/Server 2003.
- Installation of desktop patches, updates and applications.
- Trained company staff (over 100 people).

*** Job roles before 2005 available upon request ***

Certifications

- **National & Kapodistrian University of Athens :** Marketing and Communication (2010)
- **Informatics Global Campus :** International Advanced Diploma, Computer Science (2002)

Skills

IT Skills: Windows XP/7, MS Office 2003/2010, Desktop Application Support, Remote Support, AV Systems, HTML, XML, CSS, IP Telephony, Qlikview, Webtrends, Avaya, Google Analytics, Wordpress, Lithium Forums, Vbulletin, Blogging, computer Hardware specialist.

Interpersonal skills: Analytical thinking, Creativity, Fast learner, High level of adaptability, Hardworking, Multitasking.

Organizational skills: Proactive, Experienced in teamwork, Experienced in project managing, (Planning and meeting deadlines), Team management, Team training, Can work under pressure.

Hobbies

Fitness and sports aficionado as well as a photography and video enthusiast. Passionate with videogames, technology, new digital trends, blogging, music and poetry.

Languages

English (bilingual proficiency) / Greek (native).

References

Available upon request.