



Academic Personnel Short Profile / Short CV

University:	Frederick University
Surname:	Petrides
Name:	Alexis
Rank/Position:	Special Teaching Staff
School:	School of Business and Law
Department:	Business Administration
Scientific Domain:	Digital Marketing

Academic qualifications				
Qualification	Year	Awarding Institution	Department	Thesis title (Optional Entry)
MA (Hons)	2010	Kingston University London	International Business Management with Entrepreneurship	SMEs in Cyprus: Attitudes Towards Marketing
BSc (Hons)	2009	Lancaster University	Business Studies	

Employment history in Academic Institutions/Research Centers				
Period of employment		Employer	Location	Position
From	To			
2016	Today	Frederick University	Limassol	Special Teaching Staff
2019	Today	Bolt Cyprus (formerly Taxify)	Nicosia	Marketing Manager
2018	Today	CIM Institute of Marketing	Nicosia	Visiting Lecturer in Marketing
2017	2019	EasyMarkets	Limassol	Marketing Executive
2015	2018	Sasha Digital	Limassol	Founder and Manager

		(Founder and Manager)		
2015	2017	Supernova Consulting Ltd	Limassol	Marketing Executive
2014	2015	Freelance	Cyprus	Digital Marketing and Business Consultant
2011	2014	Crystalline Pool Services Ltd	Cyprus	Sales and Imports Manager
2010	2010	Greenwash-waterless.co.uk Car Cleaning Products	UK	Marketing and Sales Manager (Planned and founded the company as part of my Masters Degree)

Other Achievements			
Ref. Number	Date	Title	Key Activities:
1	2007 – 2008	Served as President of the Lancaster University Hellenic Society	
2	2004 – 2006	Served as Cyprus National Guard and held the Post of Infantry Sergeant	
3	2004	Qualified as a volunteer for the Athens Olympics of 2004	