









DESPOINA KOTSIDOU

Aspiring Business Analyst with 5 years of experience in software testing, data-driven digital marketing, and web development. Currently pursuing a Master's in Business Informatics at TU Wien. Skilled in analyzing workflows, identifying improvement opportunities, and supporting decision-making through testing and reporting. Experienced with Excel, Google Analytics, and automation tools. Passionate about using data and technology to solve real business problems and optimize processes.

CONTACT

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TECHNICAL SKILLS

Tools & Platforms: Tableau, Google Analytics, Excel, Google Data Studio, WordPress, Ranorex
Programming Languages: Python (basic), R, SQL, Papyrus Query Language
Other Skills: Digital Marketing, SEO, Agile/Scrum

SOFT SKILLS

Problem solving
Adaptability
Active listening
Organisational skills
Critical thinking
Attention to detail
Teamwork

LANGUAGES

Greek (Native)
English (Proficient)
German (Intermediate)

WORK EXPERIENCE

SOFTWARE TESTER | 04/2019 - PRESENT

Widget team, ISIS Papyrus AG, Software Company, Vienna, Austria

- Design and maintain widget automation modules using Ranorex
- Plan and execute automation and Integration test
- Reduce test execution time by 150% through optimized automation processes
- Build & debug widget testcases, using Papyrus Query Language
- Analyse system performance and identify optimisation opportunities to improve user experience

DIGITAL MARKETER | 03/2020 - 12/2023

Freelancer, Vienna, Austria

- Built reports and dashboards using Tableau, Google Analytics, Google Data Studio
- Developed market-oriented content that provides value to customers
- Managed the content creation process
- Built websites with WordPress, SEO and Mobile friendly
- Google, Facebook, Instagram Advertising
- SEO: Keyword research, Analyze data, Monitoring SEO KPIs

DEVELOPER | 10/2018 - 02/2019

Developer team, Data Science, Software Company, Vienna, Austria

- Software manual testing for bank application platform
- Analyzed test results, identified issues, and proposed solutions
- Built & debugged with Shiny (R-studio) and CSS
- Conducted data comparison and mining with SQL and Python

SOFTWARE TESTER /CUSTOMER SUPPORT | 02/2015-01/2016

Testing Team, Cyta Hellas, Telecommunication Company, Thessaloniki, Greece

- Performed manual testing on the My Cyta Mobile App and cyta.gr, ensuring functionality and driving continuous improvements through analytical feedback.
- Delivered technical support, resolved user issues efficiently, and created reports using Siebel, showcasing strong analytical and problem-solving skills.

EDUCATION

MASTER OF BUSINESS INFORMATICS | 10/2024- PRESENT

Vienna University of Technology (Austria)

- Relevant Courses: Business Intelligence, Econometrics for Business Informatics, Enterprise Engineering, Machine Learning, Information Visualization, Model-based Decision Support, Multivariate Statistics

GOOGLE DIGITAL MARKETING & E-COMMERCE 07/2022 - 11/2022

Online Google Certificate

- Relevant Courses: Digital marketing and e-commerce strategy, marketing funnel, customer journey and the function of journey maps

AUSBILDUNG IN TOURISM | 02/2016-08/2017

Tourismusmanagement - Internationale Ausbildung, Hannover (Germany)

BACHELOR OF INFORMATION ENGINEER | 10/2009-10/2014

Technological Educational Institute of Epirus, Arta (Greece)

- Thesis: Computer Assisted Gesture Recognition for the Greek Sign Language, using C# and Microsoft Kinect