

John Kamaras

Data Analyst | Business Intelligence | Digital & Operations Manager

R • Python • Power BI • SQL • WooCommerce • Google Ads • ERP

📍 Aigio-Patras, Greece (Remote)

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PROFESSIONAL SUMMARY

Results-driven professional with 10+ years of experience in data analytics, business intelligence, and digital operations management. Specializing in end-to-end data workflows using R, Python, and Power BI — from raw data collection to actionable dashboards that drive measurable business outcomes. Proven ability to design and implement systems from scratch, manage digital infrastructure, and provide strategic insights that directly impact revenue growth. Author of a published book on WooCommerce administration with R (Amazon). Fully available for remote work.

CORE COMPETENCIES

Data Analysis & Business Intelligence

R | Python | Power BI | Looker | SQL

Digital Marketing

Google Ads | Facebook Ads | SEO | GA4

Web & E-commerce

WordPress | WooCommerce | HTML/CSS | JavaScript

Enterprise Systems

ERP (Soft One) | Business Cloud | VBA

Project & Operations Management

KPI Design | Process Optimization | PM

AI & Automation

ML Algorithms | Data Pipelines | Automation

PROFESSIONAL EXPERIENCE

Digital & Operations Manager

Sep 2023 – Present

Home Products Trading Company, Patra, Greece

- Designed and built from scratch an internal order and quotation tracking system, significantly improving operational efficiency and data visibility across the organization.
- Manage and continuously optimize the corporate website and all digital advertising campaigns (Google Ads, Facebook Ads), driving measurable increases in online performance.
- Process and analyze complex business data, delivering dashboards and reports that support strategic decision-making at all company levels.
- Active member of the senior management team, contributing to strategic planning initiatives that resulted in significant revenue growth and improvement across all key performance indicators.

E-Commerce Manager & Business Analyst

Jul 2021 – Oct 2022

Orthopedic Apostolou

- Built and fully managed the company's e-commerce platform (WooCommerce) from the ground up, expanding the customer base and growing online sales.
- Developed a comprehensive KPI monitoring system covering pricing strategy, product performance, and annual budget planning.
- Led the upgrade of the company's IT infrastructure, integrating new technologies to streamline daily operations.
- Managed and optimized Google Ads and Facebook Ads campaigns with continuous performance improvement.

Project Manager & IT Consultant

1993 – 2019

OPTIONSNET & Various Roles

- Contributed to proposal writing teams for public and private sector IT projects, securing contracts through competitive tender processes.
- Managed multiple projects as Project Manager, delivering on time, within budget, and exceeding quality specifications.
- Held roles as Technical Department Manager, Store Manager (vstore.gr), and business owner in the IT retail sector.

EDUCATION & CERTIFICATIONS

Certificate — AI Algorithms Applied to Data Analysis

Stanford University

Executive Diploma of Management

London Economy School

Diploma in Computer Science — Unified Polytechnic Lyceum of Patras

Patras, Greece

PUBLICATIONS

Author of "WooCommerce Administrator with R" — available on Amazon. A practical guide covering professional e-commerce management and administration using R for data analysis, automation, and performance optimization.

LANGUAGES

GR Greek — Native

GB English — Professional working proficiency