

# Theodoros

# Valmis

Digital Marketing  
Consultant /Analyst



A skilled professional with a love for **Digital** and a passion for **Analysis** that can deliver meaningful **insights**, through the use of the experimental method and statistical analysis combined with **strategic thinking** and strong **business acumen**.

## Work Experience

**Relish Broadband** – UK Telecommunications | [relish.net](http://relish.net)

7/2016 – currently

### Optimisation Manager

(1 year 2 months)

- **Optimisation** Analysis & Planning
- Web Analytics Monitoring, A/B Testing, CRO **160% increase**
- Digital Marketing Management **£1.5m**
- **SCRUM** product owner for all digital assets
- **Over-achieved sales targets by 30%**
- Maintaining **Agency** Relationship
- Website **development** ([relishbusiness.net](http://relishbusiness.net))
- SEO Management **20% position rise**
- **OPEX/CAPEX** budget influence
- **Reduced CPA 140% YOY**

Relish is a trade name of UK Broadband Limited a wholly owned subsidiary of Three UK

**WebFate** – Online Creative & Marketing Studio | [wf8.gr](http://wf8.gr)

3/2011 – 4/2016

### Co-Founder - Digital Marketing Consultant

(5 years 2 months)

- Web Analytics Implementation
- Increased sales levels and **reduced CPA** through website UX modifications, improvements in functionality, **SEM** campaigns and **A/B, MVT testing** / technical and on-page, off-page **SEO** services for Greek and International market.
- Liaise with senior management regarding design and implementation of **strategies** / improved business **KPI's** with the use of **Google Analytics** and **Conversion Optimization** techniques.
- Created and reported relevant metrics with **custom dashboards** and **data visualization** to key stakeholders.
- A/B Testing, CRO
- Digital Project Management: **+50**



**E-thos** – Merchandising (evolution of OneFate) | [ethoservices.com](http://ethoservices.com)

10/2013 -12/2014

### Co-Founder - Ecommerce & Digital Marketing Manager

(1 year 4 months)

- **Ecommerce management** from stock handling and logistics to product delivery & customer satisfaction across the world
- Deployment and management of **payment gateways, TLS/SSL**.
- Analysis of **customer journey** and **product sales cycle**
- Worldwide customer demographic analysis for potential revenue increase with Upselling and Cross-selling / Customer segmentation for targeted **AdWords** and **Email marketing** techniques.
- **A/B testing** of calls-to-action and conversion funnel steps for Conversion Rate Optimization.
- **Digital Marketing Strategy** / **Technical SEO** and affiliate management.

[Athens Marathon Shop](http://Athens Marathon Shop)

*E-thos is the Official Merchandiser  
of the Athens Classic Marathon Products*

**OneFate** – Ecommerce | [1f8.gr](http://1f8.gr)

11/2009 – 10/2013

### Co-Founder – Ecommerce Manager

(3 years 11months)

- Ecommerce Management / **Web Analytics** monitoring and marketing campaign optimization.
- Product and **market research** / Communication with trading partners / **Customer satisfaction**.
- Subsidiy Management ([European NSRF](http://European NSRF)). Event Planning & Participation ([meetmarket](http://meetmarket), [fleamarket](http://fleamarket)).

**N. Asteriadis S.A.** – Scientific Equipment ([website](http://website))

1/2008 – 10/2009

### Scientific Instruments Technician

(1 year 10 months)

- Installation, calibration, repair of **Electron Microscopes** SEM / TEM ([DEMOKRITOS](http://DEMOKRITOS), [I.G.M.E.](http://I.G.M.E.), [N.T.U.A](http://N.T.U.A), [U.O.C](http://U.O.C)) and laboratory scientific instruments (*Coca-Cola, Elais-Unilever, Pharmaten, Vianex*).

## Education

Bachelor Degree in Physics

2000 – 2006

Laboratory of Electronics – Telecommunications & Applications [telecomlab.gr](http://telecomlab.gr)

School of Sciences - University of Ioannina / Greece

Awards:

- “Ericsson Awards of Excellence in Telecommunications” – Thesis award  
«Design & Implementation of standard circuit multiplier for high frequencies using SRD diodes»

[Digital Marketing Specialization - University of ILLINOIS \(on Coursera\)](#)

2016

Part of a [6 specializations iMBA](#)

[Introduction to Search Engine Optimization – UC Davis \(on Coursera\)](#)

2016

Part of [SEO specialization](#)

[Foundations of Everyday Leadership - University of ILLINOIS \(on Coursera\)](#)

2016

Part of [Strategic Leadership and Management Specialization](#)

## Knowledge & Skills

### □ Google Certifications and Courses:

- [Google Analytics Individual Qualification \(IQ\)](#)
- [Google AdWords Search /Mobile Certification](#)
- [Google Analytics Platform Principles](#)
- [Google Tag Manager Fundamentals](#)
- [Ecommerce Analytics – From Data to Decisions](#)
- [Making Sense of Data](#)

ANALYSIS CASE STUDY

### □ Specialized Knowledge

- Web Analytics / Digital Marketing Strategy / Ecommerce Management / S.E.O.
- Google Analytics, Adwords, Adsense, Tag Manager, Trends, Keyword Planner
- A/B Testing, Conversion Optimization / Optimizely, Heatmap Analytics
- S.E.O. / SemRush, Moz, Yoast, Screaming Frog, Ahrefs, , Google Search Console
- HTML5, CSS3, Javascript, MySQL, FTP, Cpanel, Server Management
- MS Office Suite - Excel, PowerPoint, Word, Access | MS Dynamics - CRM
- SiteCore, Drupal, Joomla, Wordpress, Virtuemart, WooCommerce
- Adobe Photoshop, Illustrator, Lightroom, Flash, Dreamweaver
- Facebook Power Editor, Tweetdeck, Mailchimp, Podio, Tableau Public, v.a.
- Online Reputation Management – “Right To Be Forgotten”
- Data Privacy / Cybersecurity training – GDPR compliance



□ **Languages:** Greek, English (proficiency level)

□ Proud for Facebook Page: [Physics by Valmis](#) (+40.000 fans, +1.000 conversations, est. 2008)

□ Creativity, Efficiency, Communication, Dedication, Accuracy, Team work, Risk Management.

## Interests

- Running, Hiking, Cycling
- Design
- Sci-Fi movies
- Mathematical novels

<https://www.theovalmis.com> please visit my website for more references.

Thank you for your time.



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