



# THEO VALMIS

## DIGITAL MARKETING PROFESSIONAL

### PROFILE

*A skilled professional with a love for Digital and a passion for Analysis that can deliver meaningful insights to drive informed business decisions. Strategic thinking and strong business acumen combined with the use of the experimental method and statistical analysis provide a powerful tool to achieve organizational objectives and reach desired outcomes.*

#### CONTACT

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#### EDUCATION

##### BACHELOR / DEGREE

*Physics  
University of Ioannina*

##### SPECIALISATION

*Digital Marketing  
University of Illinois*

##### AWARD

*Ericsson Awards of  
Excellence in  
Telecommunications*

#### EXPERIENCE

##### DIGITAL MARKETING ANALYTICS MANAGER

Aviva

*Jan 2018 - Present*

*Leading the analysis of in-life marketing campaigns within the MyAviva Customer Engagement scrum team, while assisting in Digital Marketing and Audience Management activities.*

##### OPTIMISATION MANAGER

Relish Broadband

*Jul 2016 - Jan 2018*

*Conversion Rate Optimisation of all digital assets owning the end to end activity from Digital Marketing budget management to product backlogs.*

- CRO - 160% increase on desktop / 200% on mobile
- Over-achieved sales targets by 30%

##### CO-FOUNDER

OneFate

*2009 - 2014  
Alternative  
designers  
E-shop*

WebFate

*2011 - 2016  
Online creative  
and marketing  
studio*

e-thos

*2013 - 2015  
Official Merchandiser  
of the Athens Classic  
Marathon*