

# 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. **Strategic thinking** and strong **business acumen** are the added attributes that will make sure your organization is delivering on its **desired outcomes**.

## Work Experience

**Aviva – Digital Marketing Analytics Manager** | UK Finance | [aviva.co.uk](http://aviva.co.uk)

1/2018 – currently

Leading the analysis across two marketing scrum teams delivering million pound impact

- **Recommendations** on key strategic priorities **£1m savings**
- Customer Engagement optimization **x2 cross-sell**
- Supporting **trading** initiatives **+40% on sales targets**
- Data science **models application** **+15% revenue**
- Improving **data literacy** across the organization
- Data integration for **audience activation**
- Championing **data visualisation**
- **Behavioral Science** testing and application

**Three Broadband – Optimisation Manager** | UK Telecommunications | [threebroadband.co.uk](http://threebroadband.co.uk)

7/2016 – 1/2018

- 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**
- **Reduced CPA 140% YOY**

**WebFate – Co-Founder - Digital Marketing Consultant** | Online Creative & Marketing Studio | [wf8.gr](http://wf8.gr) 3/2011 – 4/2016

- Web Analytics Implementation
- A/B Testing, CRO
- Digital Project Management: **+50**
- 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.



**E-thos – Co-Founder - Ecommerce & Digital Marketing Manager** | Merchandising |

[ethoservices.com](http://ethoservices.com)

10/2013 -12/2014

- **Ecommerce management** from stock handling and logistics to product delivery & customer satisfaction across the world
- Analysis of **customer journey** and **product sales cycle**
- **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 – Co-Founder – Ecommerce Manager** | Ecommerce | [1f8.gr](http://1f8.gr)

11/2009 – 10/2013

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

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

1/2008 – 10/2009

- 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](#)

### □ Specialized Knowledge

- Dataiku Data Science Studio(DSS), SQL(intermediate), Python(beginner)
- Adobe Analytics, Audience Manager, Campaign, Target
- Google Analytics, Adwords, Adsense, Tag Manager, Trends, Keyword Planner
- QlikSense, Tableau
- A/B Testing, Conversion Optimization / Optimizely, IBM Tealeaf, SessionCam
- 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
- 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.



mobile: +44 792 6768 126  
email: [hi@theovalmis.com](mailto:hi@theovalmis.com)