

Theo 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

1/2018 – 10/2019

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

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)
- SEO Management **20% position rise**
- **Reduced CPA 140% YOY**

WebFate – Co-Founder - Digital Marketing Consultant | Online Creative & Marketing Studio |

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 |

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.

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

OneFate – Co-Founder – Ecommerce Manager | Ecommerce |

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](#)). Event Planning & Participation ([meetmarket](#), [fleamarket](#)).

N. Asteriadis S.A. – Scientific Instruments Technician | Scientific Equipment ([website](#))

1/2008 – 10/2009

- Installation, calibration, repair of **Electron Microscopes** SEM / TEM ([DEMOKRITOS](#), [I.G.M.E.](#), [N.T.U.A.](#), [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

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 \(Coursera\)](#) 2016

[Introduction to Search Engine Optimization – UC Davis \(Coursera\)](#) 2016

[Foundations of Everyday Leadership - University of ILLINOIS \(Coursera\)](#) 2016

Knowledge & Skills

❑ Google Certifications and Courses:

- ❑ [Google Analytics Individual Qualification \(IQ\)](#)
- ❑ [Google AdWords Search /Mobile Certification](#)
- ❑ [Google Analytics for Power Users](#)
- ❑ Google Tag Manager Fundamentals

❑ Specialized Knowledge

- ❑ Dataiku Data Science Studio(DSS), SQL(advanced), Python(beginner)
- ❑ Adobe Analytics, Audience Manager, Campaign, Target
- ❑ Google Analytics, Adwords, Adsense, Tag Manager, Trends, Keyword Planner
- ❑ Data Visualisation / Qlik, 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
- ❑ 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



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