

# Theo Valmis

Digital Marketing  
Analytics Manager



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

**Wunderman Thompson – Digital Analytics Manager** | London |

Promoted from Lead Digital Analyst | Campaign Integrated Marketing Agency of the Year 2021

1/2020 – 1/2023

Developing the Digital Analytics capability, and vision across the agency. **15+ clients 80+ projects**

- **Insights/Reporting/Dashboarding**, KPI Frameworks
- Data enablement, **Attribution**, Personalisation, **Segmentation**
- **Ecom optimization**, Lead Generation
- **Line Management** of 3 Digital Analysts
- **Data storytelling** to C-Suite client stakeholders
- **Data Strategy** input for major client projects
- **Applying ML/NLP** in web data
- Upskilling the WT Data team through **Data Academy**



**Aviva – Digital Marketing Analytics Manager** | London | DataIQ 2019/2020 Best Place to Work in Data

1/2018 – 10/2019

Leading the digital analysis within the Customer Engagement scrum team 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** | London |

7/2016 – 1/2018

- Web Analytics Monitoring, A/B Testing, CRO **160% increase**
- Digital Marketing Budget Management **£1.5m**
- **SCRUM** product owner for major 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** | Athens |

3/2011 – 4/2016

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

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

10/2013 -12/2014

- Official Merchandise of the Athens Classic Marathon
- **Ecommerce management** from stock handling and logistics to product delivery & customer satisfaction across the world
- **Digital Marketing Strategy / Technical SEO** and affiliate management.

**OneFate – Co-Founder – Ecommerce Manager** | Athens

11/2009 – 10/2013

- Ecommerce Management / **Web Analytics** monitoring and marketing campaign optimisation.

**N. Asteriadis S.A. – Scientific Instruments Technician** | Athens

1/2008 – 10/2009

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

## 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 \(Coursera\)](#) 2016

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

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

## Knowledge & Skills

### □ Certifications

- Google Analytics Individual Qualification / Power Users / Tag Manager
- Adobe Analytics Business Practitioner
- Google AdWords Search /Mobile Certification

### □ Specialised Knowledge

- **Google Analytics 360**, GA4, GTM, BigQuery, Adwords, Trends **12 years**
- **Adobe Analytics**, Audience Manager, Campaign, Target, AEP **5 years**
- **Google Looker/Data Studio, PowerBI**, Qlik, Tableau, Flourish **8 years**
- Optimizely, **SessionCam**, Contentquare, HubSpot **7 years**
- Dataiku Data Science Studio(DSS), **SQL(advanced)**, **Python(competent)**
- S.E.O./ SemRush, Yoast, Screaming Frog, **Google Search Console**
- **HTML5**, CSS3, **Javascript**, MySql, FTP, Cpanel, Server Management
- MS Office Suite - **Excel, PowerPoint**, Word, Access
- **SiteCore**, Drupal, Joomla, Wordpress
- Data Privacy / Cybersecurity training – **GDPR compliance**



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

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

□ Efficiency, Communication, Prioritisation, Accuracy, Teamwork, Leadership

## Interests

- Cycling
- Sci-Fi movies
- Mathematical novels



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