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Athens, Greece
Citizenship: Greek - U.S.A

KONSTANTINOS KOLIOUSIS

T-shape Marketer | Bridging the Gap Between Creative and Analytical

EDUCATION

1997 - 2001
BACHELOR OF ARTS (HONOURS)
PHOTOGRAPHY
AKTO/ Middlesex University

EXPERTISE

- Employer Branding
- Digital Marketing Strategy
- Go to Market Strategy
- Inbound Marketing
- Growth Marketing
- Branding
- Content Creation
- Project Management
- Event Management

BUSINESS DISTINCTIONS

- 2018** Participation on "Ideas that change us" of Orange Grove by NN Hellas (Healthyclub)
- 2017** Award as one of the **30 most innovative** startups in Europe in the area of E-health (Healthyclub)
- 2016** Participate in startup Incubator Enter-Go-Grow by Eurobank (Healthyclub)
- 2015** **Winners** at "Idea in Health" of ACEIN by Interamerican (Healthyclub)
- 2013** Bronze Award | E-EVOLUTION AWARDS (Timimas IKE)
- 2013** **Leader** as Affiliates in car Insurance field by Linkwi.se (Enterlogic LTD)

DIGITAL SKILLS

Google Ads
LinkedIn Ads
Meta Business Manager
Google Analytics/Heap analytics
Google tag manager
Looker Studio
SEO (Technical & Content)
Hubspot
A/B Testing
HTML/CSS
WordPress
MS Office
Adobe Photoshop
Adobe Illustrator
Figma

PROFILE INFO

A visionary growth strategist and entrepreneur with a passion for transforming ideas into impact. With over 15 years of experience across ICT, Life Sciences, and dynamic start-up ecosystems, I thrive at the crossroads of business strategy, digital marketing, and customer experience. Data-driven yet deeply creative, I specialize in crafting and executing go-to-market strategies, optimizing funnels, and driving brand growth in both B2B and B2C landscapes. My expertise spans business development, inbound marketing, growth hacking, and conversion optimization—always guided by a "test, learn, and evolve" mindset. My journey includes working with global organizations and high-growth ventures, earning recognition through elite leadership programs designed to cultivate exponential thinking and impact-driven leadership. I believe in continuous learning, fearless experimentation, and creating workplaces and brands that inspire.

WORK EXPERIENCE

Digital Marketing & Business Development Executive (02/2022 -)
Great Place To Work (Hellas)

- Working with leadership on strategic planning through Leadership content and list publications to increase inbound inquiries and MQLs.
- Identify opportunities in the acquisition funnel to develop robust, data-driven nurturing and retargeting strategies to drive higher conversion rate, velocity and revenue.
- Leverage data analytics to uncover areas of potential growth in LinkedIn and Google Ads campaigns, and adjust strategies to maximize effectiveness.
- Conducting research about competitors & affiliates in order to identify opportunities for Growth
- Managed and coordinated the prominent Best Workplaces event and award ceremony in Greece, a highly regarded recognition of top-tier employer branding

Key Achievement: 250% Increase in MQL's and overall growth in Revenue 400%
May 2024: Awarded as Greatest Customer & Revenue Growth over 60 worldwide partners of GPTW

Digital Marketing Consultant (03/2021 -12/2022)

Freelance

- Development of effective digital marketing strategies to increase user acquisition for startups and small businesses
- Strategized and executed digital marketing initiatives aimed at scaling corporate and employment brands, as well as recruiting qualified candidates for businesses like PMI Greece and Schneider Electric

Chief Marketing Officer (02/2020 - 03/2021)

MANTIS Business Innovation IKE - B2G & B2B SaaS Platform

- Designed and executed a multi-channel marketing strategy that included brand development, content creation, paid search advertising, email marketing, retargeting, and social media campaigns
- Led marketing initiatives for diverse Open Innovation Programs aimed at boosting brand awareness, acquiring top talent, and fostering product innovation for clients.
- Directed the creation and deployment of the corporate website and official platform of the Greek startup ecosystem [Elevate Greece](#)

Key Achievement: Spearheaded significant market expansion: Successfully launched into 6 new countries, resulting in a 150% increase in website traffic and revenue growth.

Digital Marketing Manager (01/2019 - 02/2020)

Thinktank E.E - Digital Marketing Agency

- Supported the strategic plan, mission, and stated the business needs of the company by ensuring digital marketing goals and objectives are achieved.
- Collaborated in strategic planning of marketing initiatives to best leverage digital channels to maximize campaign effectiveness.
- Prioritized projects, collaborate with key stakeholders, reconcile project requirements, outline project timelines, and manage high-visibility projects.
- Supervised digital marketing managers and oversees all aspects of performance evaluations, hiring, and terminations to ensure all web properties remain maintained and enhanced on a regular basis.

Key Achievement: On-boarded a new system leading to 50% Cost Reduction on time consuming processes

Co Founder | Managing Partner (01/2015 - 12/2018)

Healthyclub LTD - B2C SaaS Platform

- Developed and maintained a coherent marketing and product strategy stemming from the overall business strategy.
- Helped fundraising efforts with a new Pitch Deck and increased product clarity through UX and persona workshops.
- Oversaw functionalities roadmap and new milestones and led the development of functionalities with the engineering team.
- Interpreted data and formulated reports for decision-making and operational planning.
- Performed competitor analysis to remain up-to-date on the competitive landscape and managed the teams of support, product & development.

Key Achievement: Rapidly scaled user base, acquired 5,000 SaaS platform users in just 3 months.

CONFERENCES AND SEMINARS

- 2016 Philadelphia, USA Wordcamp USA
- 2014 Vienna Wordcamp Europe
- 2013 Seville Wordcamp Europe
- 2012 Sofia Wordcamp Europe
- 2013 Google Adwords | Advertising Fundamentals

VOLUNTEERING

- 2019 Mentor to Greentech Challenge by ESU/NTUA
- 2018 Mentor to ACEIN (Incubation & Acceleration center of the Athens University of Economics and Business)

CERTIFICATIONS

- LinkedIn Certified Marketing Insider
- Go-to-Market Plan
- Advanced Product Marketing
- Employer Branding
- Google Ads Search
- SEMRush SEO Fundamedals
- SEMRush SEO Technical
- SEMRush ContentMarketing
- SEMRush Role of Content

LANGUAGES

Greek (native) , English C2

Co Founder | Marketing Manager (01/2012 – 12/2016)

Enterlogic LTD – Digital Marketing Agency

- Strategically planned and executed digital marketing campaigns: Conducted in-depth market research to identify target audiences and develop tailored marketing strategies.
- Cultivated strong relationships with stakeholders: Effectively communicated marketing goals and objectives to ensure alignment and successful execution.
- Identified and capitalized on growth opportunities: Developed and implemented successful affiliate marketing strategies.

Key Achievements: Spearheaded growth as Greece's leading car insurance affiliate. Drove over 3,000 sales and significantly boosted organic visibility by ranking in the top 5 Google positions for 50+ high-impact keywords.

UI Designer – Digital Marketing Manager (9/2013 –11/2015) Contract

TIMIMAS IKE – Retail Price Comparison Platform – acquired by pockee

- Monitor and analyze marketing performance metrics to measure the effectiveness of campaigns
- Creating and managing content marketing initiatives, including blog posts, social media content, videos, and other digital assets
- Executed all visual design stages from concept to final hand-off to engineering

Key Achievements: Consistently outperformed industry competitors by securing top 5 rankings on Google for 20 fiercely competitive keywords.

Co-founder / Managing Partner (9/2013 –11/2018)

Ketchupthemes LTD – B2B SaaS Platform – acquired by Ayecode LTD

- Designed page layouts to create aesthetic and functional designs from concept to completion considering functionality and aesthetics.
- Used research and data and collaborate with the data team to inform design decisions.
- Collaborated with engineering team to execute designs.
- Developed strategy and deployed systems, tools, and process automation to reduce customer effort, enable teams, increase customer retention, and grow recurring revenue.

Key Achievements: Designed, implemented and maintained 14+ WordPress Themes and 2 Plugins in WP official repository leading to 500.000+ downloads and more than 5.000 sales.

Co-founder / Project Manager (2/2010 –11/2012)

StigmaHost LTD – Web Hosting Company – acquired by Plegmahost

- Coordinate internal resources and third parties/vendors for the flawless execution of projects
- Developing and maintaining relationships with key stakeholders, including customers, partners, and industry influencers.
- Pre-sales/Proposal Preparation/Tender writing
- Measure project performance using appropriate systems, tools and techniques

Key Achievement: Raised user satisfaction leading to High NPS score

Co-founder / UI Designer (05/2006 – 02/2011)

GRAPHTECH O.E. – Graphic Design Company

- Conceptualizing original ideas that bring simplicity and user friendliness to complex design roadblocks
- Create wireframes, storyboards, user flows, process flows and site maps to effectively communicate interaction and design ideas
- Establish and promote design guidelines, best practices and standards

Key Achievement: Helped 60+ clients implementing their vision & mission communicating their message through creating projects for them.