

EVANGELOS PALIAROUTIS

MARKETER & DIGITAL MEDIA SPECIALIST

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Connect with me on...



Learn more about me at www.evangelospaliaroutis.com

PROFILE

I am a London based marketing generalist specialised in digital marketing, growth management and brand building, with a flair for content creation. Experienced in end-to-end marketing campaigns and well versed in market analysis and social listening.

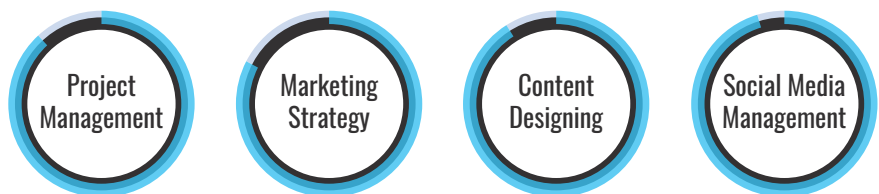
EDUCATION

- MARKETING - Bachelor of Science** 2011-2015
School of Management & Economics, TEI of Crete
First-class honours degree (8.61/10) in BSc (Hons) Marketing. A 4 years undergraduate study programme in Marketing with direction in Digital Media.
- BUSINESS MANAGEMENT - Specialization** 2014-2015
Innovation & Entrepreneurship Unit, TEI of Crete
A single year programme that aims to consolidate and establish innovative entrepreneurial spirit to students and graduates.

KNOWLEDGE & EXPERTISE



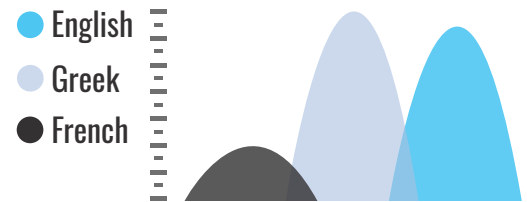
STRENGTHS



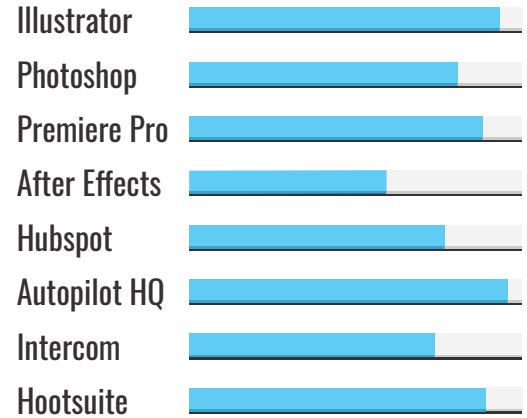
PASSIONS



LANGUAGES



DIGITAL SKILLS



ACHIEVEMENTS

- ACADEMIC PERFORMANCE AWARD**
School of Management & Economics, Crete
- SCHOLARSHIP**
Institute on Social Entrepreneurship of Fullbright Foundation, USA

HOBBIES



WORK EXPERIENCE

EVANGELOS PALIAROUTIS

- MARKETING MANAGER - GoSpace AI** London, UK
Nov 2019 - Present
A very hands-on Marketing Management role responsible for the full marketing mix of GoSpace AI, from brand development and promotion, through to product launches and PR.
#IntegratedMarketing #Management #SEM
#Branding #Content #Strategy
- MARKETING MANAGER - Apomatix** London, UK
Apr 2019 - Sep 2019
Tasked with shaping the marketing strategy and developing integrated marketing campaigns that promote and maintain strategic messaging and visual identity.
#IntegratedMarketing #Management #SEM
#Branding #Content #Strategy
- GROWTH MARKETER - Starcount** London, UK
Dec 2018 - Mar 2019
A rebranding project on a fast growing data science company. I worked on developing the marketing strategy and procedures while running the content planning and the development of the new website.
#projectmanagement #socialmediaplanning
#rebranding #marketingstrategy #seo
- MARKETING EXECUTIVE - Mentionlytics** London, UK
Aug 2016 - Nov 2018
I worked for Mentionlytics on online campaign management. I joined the team in the start up stage of the company and I saw it rapidly growing through our creative marketing campaigns.
#campaignmanagement #emailing #crm
#contentdesign #socialplanning #analysis
- DIGITAL MARKETING EXECUTIVE - Tivarri** Bath, UK
Feb 2017 - Apr 2018
A project on establishing a marketing department within a tech business while developing a marketing strategy that would increase the reach of the company and its products in the targeted markets.
#brandbuilding #marketingstrategy #seo
#planning #contentdesign #webdesign
- MILITARY SERVICE - Greek Army** Thrace, GR
Sep 2015 - Jun 2016
I served the Greek Army as an Administrative Assistant, in a compulsory military service programme that requires all male Greek citizens to enroll for up to a year.
#organization #archiving #eventplanning
#officemanagement #logistics
- STORE OPERATING COORDINATOR - Dixons** Volos, GR
Dec 2014 - Jun 2015
Assisting and representing the Branch Director in administrative management of Dixons' branch store by monitoring and timely implementing all administrative functions for its proper operation.
#operationmonitoring #projectmanagement
#humaresources #logistics

WHAT I'VE BEEN UP TO

HTML-CSS-JS CODING - Developing websites and landing pages as well as useful widgets to help increase engagement.

ANIMATION - Creating animated visual content to enhance my campaigns.

VOLUNTEERING

E-MARKETING CONFERENCE for business
Conference Team Coordinator

November 2013 www.emarketingconference.gr

PUBLICATIONS

DISSERTATION - Internationalization of business and marketing strategies

Within an increasingly internationalized economy where markets tend to be more interdependent, business penetration into new markets is a catalyst for their development, thus can provide the necessary resources to achieve this. This thesis discusses the business models under which enterprises operate in international markets as well as marketing strategies to be followed in order to achieve their penetration into them.

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