




STELIOS KOTZABASIS

PROFILE


A versatile and self-driven individual who is passionate about helping businesses grow. I possess strong work ethic, am committed to achieving excellence at any task in hand while maintaining a high level of service as an individual. I believe that Marketing and Sales is an engine, which I love enhancing with the power of modern technology tools & techniques. My career objective is to develop as a professional and ultimately become a Marketing & Sales leader.

CONTACT

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 [kotzabasis.com](https://www.kotzabasis.com)

SKILLS

- Ownership
- Quick Grasping
- Critical Thinking
- Entrepreneurial
- Teamplayer
- Digital Strategy
- Campaigns Management
- Team Management
- Analytics & Data Analysis
- Digital Transformation

TOOLS

- Google Analytics
- Google Tag Manager
- Google Data Studio
- Google Ads
- LinkedIn Ads
- Meta Ads
- Entersoft ERP/CRM
- Canva
- Mailchimp
- Wordpress / Shopify
- Ahrefs & SEMRush

EDUCATION

MSC APPLIED INFORMATICS
UNIVERSITY OF MACEDONIA
2019-2021

BSC ACCOUNTING & FINANCE
UNIVERSITY OF MACEDONIA
2012-2018

EXPERIENCE

GRAVITY LABS P.C. (GRAVITYLABS.GR)
APR 2018 - Present (5 yr 6 mos)

CO-FOUNDER & HEAD OF MARKETING OPERATIONS

Jun 2020 - Present (3 yr 4 mos)

- Solutions & Services Development, Maintenance & Update (created a complete sizing tool based on data from successfully implemented projects).
 - Project Management & Customer Success (> 80 Projects & >50 Happy Customers)
 - Team Management & Development (Team of 4)
- Managed to earn the Co-Founder title for my exceptional contribution to company's growth.

DIGITAL MARKETING STRATEGIST & PROJECT MANAGER

Jan 2019 - June 2020 (1 yr 6 mos)

- Digital Marketing Strategy (B2C ,B2B)
- Digital Marketing Transformation
- Project Management (>45 Projects)

ONLINE MARKETING CONSULTANT

Apr 2018 - Jan 2019 (10 mos)

- Managing Social Media Profiles
- SEO Optimized Content Creation
- PPC Management: Google Ads, Facebook & Instagram Ads, LinkedIn Ads
- Online Competition Analysis / Online Market Analysis (Keyword Analysis)
- Funnel Creation & Optimization

Explore the projects I have participated into, skills acquired and wins achieved at [kotzabasis.com/projects](https://www.kotzabasis.com/projects)