

Theodosia Lapatas

Residency: Athens – Greece, Mobile Phone: +30 6936676067, Age: 02/1983, [LinkedIn Profile](#).

Email: lapatatheodosia@gmail.com, Personal Website: www.lapatas.net

Objective

Develop a Director level career in the field of Commercial Management combining my Marketing and Sales skills for market leaders that possess a leader DNA and technology in their culture

Summary

Hands-on with experience on the actual field, capable to build, lead, motivating and scale marketing teams. I can develop, manage and execute new customers acquisition strategies and campaigns for B2B and B2C business across all digital channels. Focusing on close cooperation and exposure to key account management, handling international contracts, partnerships, procurement, advertising agencies, affiliation and business development. Experienced in coordinating the implementation of processes, IT and CRM systems and strategies, using best practice concepts within budgets. More than 5M Marketing budget handled during the last 5 years.

Experience

Senior Marketing and Communications Officer at [The Signal Group](#), reporting to VP of Sales

September 2020-today. Industry: Maritime,B2B, SaaS.

Digital Marketing Manager at [ZuluTrade](#), reporting to CEO

July 2019 – September 2020. Industry: FinTech, SaaS.

Part of the leadership team, assigned to Lead ZuluTrade's Digital Marketing Desk after two years on Affiliate (Partners) Desk. Fully responsible for 360 marketing campaigns, department's PnL and positive ROMI of ZuluTrade's Group Marketing budget. Commit to a plan to engage in Commercial policy and to product development the following traffic drivers to ZuluTrade's Marketing Mix:

-International Search Engine Optimization (SEO) for Yandex, Baidu & Yahoo Japan

-Paid Media - Search Engine Marketing (SEM, PPC, Remarketing)

-Online Reputation Management (ORM)

-Email Marketing , Social Media Marketing, Content Marketing including Video,Affiliate Marketing

My goal is to shape all digital marketing activities and campaigns, building brand awareness, to achieve strategic objectives through a user centric approach for all cluster countries.

Affiliate Program Manager at [ZuluTrade](#) ,reporting to COO

October 2017 – September 2020. Industry: FinTech, SaaS.

Challenge: ZuluTrade's Affiliate Program drives performance and revenues for all parties involved from 140 countries Worldwide, handling one of the biggest in-house Partners and Affiliates network in the industry, with a dedicated Affiliate Desk team.

Performance: 80% YoY Growth since the beginning of 2018, Scale and automate Processes resulting in Gross Profit margin optimization from 35% to 55% in 8 months, Marketing and Commissions spend ROI increased by 40% so far. Active Partners base increased by 64% YoY.

Business consultant – at [FasterCapital](#) Venture Capital, reporting to Business Founders

June 2019 – Today. Industry: e-commerce, Retail, SaaS, IT, FinTech.

Faster Capital VC located at Dubai in United Arab Emirates is an aggressive VC looking to invest in innovation and act as technical co-founder for selected startups. I joined their pool of mentors to help startups validate their idea and grasp their Digital Marketing road map utilizing all digital acquisition channels, SEO, SM, email, Paid, Affiliates and some Growth Hack tactics that do not require huge budgets, but do require automation, coding and a lot of analysis to understand where you can find valuable data and leads.

Business Transformation Consultant at [Private Consulting firm](#)

October 2014 – 2018. Industry: FinTech, SaaS, Travel, Retail, e-commerce

I have been exposed to various industries and processes, and this combination is my biggest asset. Area of expertise:

- B2B Marketing and Business development
- Brand and Product Management
- Commercial management
- App Development and e-journey optimization
- e-commerce and Affiliate marketing
- Digital strategy planning and implementation

International Sales Manager at Linkwise an [Atcom](#) BUt, reporting to Clients success Director

November 2013 – October 2015. Industry: Digital Marketing Services, e-commerce, SaaS, IT.

Performance: I have personally established partnerships with key accounts like Croatia Airlines & Booking.com.

Countries - Markets: UK, Germany, Italy, Turkey, Poland, Russia and International customers of Greece. I have the full responsibility to develop and penetrate these markets, delivering double-digit growth per year.

Sales Manager - Business and Partnerships Developer at [Evomedica](#), reporting to GM

October 2008 – November 2013. Industry: Health Care / Hospital and Private Clinic

Performance: Developed company clientele by 420%, double-digit annually increase in sales revenue, Key accounts added: Hygeia Hospital, Bio clinic, Y-Logimed. Scaled a team of 6 Sales Reps.

Countries - Markets: Greece, Cyprus, and Albania.

Education

Athens University of Economics and Business ([AUEB](#))

Master of Business Administration (M.B.A.), Business/Managerial Economics, 2012 – 2015

National Technological University of Athens ([NTUA](#))

Master of Business Administration (MBA), 2012 – 2015

The AthensMBA Program is based on the collaboration of two Universities in Greece, the National Technical University of Athens and Athens University of Economics & Business.

National Technological Institute of Athens ([TEI](#))

Bachelor of Engineering (B.E.), Biomedical/Medical Engineering, 2000 -2005

Certifications

Hellenic American Union

Content Marketing Academy (2018) Growth Hacking Academy (2019)

Tools

Hubspot, Salesforce, Atlassian (Jira, Confluence, Trello), Monday, Zappier, SemRush, Ahref

Languages

English, Greek.

Skills & Expertise - This section is for robots and ATS software.

New Business Development	Product Launch	Team Management	Closing Deals
Negotiating contracts	Digital Marketing	Problem Solving	Sales Management
Brand Loyalty	P&L	Branding	Budgeting
Market Management	SEM \ SEO \ PPC	Able to Multi-task	e-commerce Market
Atlassian suite	CRM	Process Automations	Scaling teams
Product Management	Market Strategy	Loyalty building	leading teams