

IOANNIS OIKONOMOU

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PROFILE |

Self-starter with extensive marketing communications and project management experience. Exceptional skills in partnering with senior stakeholders, agencies and vendors and applying a consultative approach to meet business objectives. A flexible team player who excels in fast-paced work environments.

EXPERIENCE |

Custom Events Lead | November 2023 – December 2024

Boussias Events | Athens, Greece

Boussias Events is a highly recognized B2B conferences & awards Greek company

- Led strategic client engagement, conducting in-depth briefings to fully understand event objectives and requirements
- Orchestrated seamless collaboration with cross-functional teams, serving as the main point of contact between clients, internal teams and external partners
- Crafted innovative event promotion strategies that drove event attendance and participant engagement
- Directed seamless virtual and physical event execution, managing event websites content using platforms like Wordpress and RingCentral
- Headed the development of competitive client offers, managing event budgets, and ensuring timely deposits and payouts
- Demonstrated exceptional problem-solving skills, quickly addressing and resolving any challenges that arose during the live event

Marketing and PR Manager | June 2020 – August 2023

Seven Road Studio & LeaveYourMark Music | Athens, Greece

Seven Road Studio & LeaveYourMark Music label provide end-to-end recording, music production and distribution services

- Designed the business strategy plan within the budget guidelines according to the local market requests and possibilities
- Owned marketing and business development activities, focused on generating revenue across a wide range of services
- Designed and executed integrated marketing campaigns that highlighted latest releases, featured artists and partnerships by leveraging digital channels, PR and community management tactics
- Collaborated with partner agencies and vendors on artist co-marketing activities
- Created full merchandise catalogue on behalf of the business in order to complete the brand identity, contacting local vendors and freelancers

Account Manager | January 2016 – June 2023

Seven Prime | Athens, Greece

Seven Prime is an independent integrated marketing agency specializing in experiential and branded events, PR and digital marketing services

- Led project management and executed integrated marketing plans leveraging digital, events and PR for clients across various industries including food & beverage, fashion, e-commerce and entertainment
- Developed original brand activation concepts targeting key audiences while maintaining messaging objectives
- Worked closely with senior executive teams of leading Greek brands and provided tailored recommendations to meet business objectives
- Established partnerships with vendors including graphic designers, copywriters, photographers, artists, venues, greek media outlets and others that minimised costs while maintaining quality output
- Managed campaign budgets and timelines and ensured campaign objective alignment across vendors as well as timely and successful project delivery
- Content creation, press releases copywriting

Project Specialist | February 2013 – December 2015

SEVITEL | Athens, Greece

SEVITEL is the Association of Greek Industries of Olive Oil with member companies such as Unilever (Elais), Minerva and others.

- Managed presence in global conferences and collaborated with partner agencies to create exhibit messaging and targeted collateral material
- Generated leads, built relationships and gained industry and prospect exposure by managing global trade shows
- Worked within budgetary guidelines and various production deadlines

EDUCATION | **Bachelor of Science in History and Philosophy of Science** | June 2015

University of Athens | Athens, Greece

Thesis | Philosophy of Music – “Is every sound music?”

ADDITIONAL | **Languages** | English | French | Greek

Technical | Copywriting, Microsoft Office, Mailchimp, Apple iWork, Meta Ads Manager, Google Analytics

Music | Lead Singer & Guitarist, Music Producer, Composer, Lyricist

Book Publishing | Editor of literary publications / “Οι σκέψεις μου...” (2023) Εκδόσεις ΚΑΜΠΥΛΗ

FILAIOS | Member of the ‘FILAIOS’ Club of Olive Oil & Table Olives Friends

Dance | Member of the Swing (lindy hop) and Rock & Roll community, having participated in various european and domestic dance festivals