

Mr. Stelios Shammas

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Date of Birth: 20/08/1992

Personal Profile

I was born in Nicosia, Cyprus. From the age of five I started to play football and practice Judo. These two sports have helped me to mature, to learn how to work in teams, to respect myself and others, and most importantly, to gain experiences from travelling around Europe, referring to international football and Judo matches. Due to all the travelling, I have discovered a variety of cultures, I have met many people and it was an honor for me to compete with my country's badge on my uniform. I tend to be characterized as a man with ethos, loyalty and morals. My goal is whatever I do in my life, to do it with passion and to be 100% focused.

Education

University of Central Lancashire Cyprus 2012-2016

Degree of Bachelor of Arts in Business Administration (BA)

Modules Included: International Marketing, Creativity and Innovation in Organisations, Business Strategy, Managing Your Business, Managing Personnel and Human Resources, Marketing Principles for Business, The Global Environment of Business, International Business Communication, Business Information Systems, Business Relationships, Accounting & Finance

Final Grade Class: 2:1 Second Class Honours(1st Division) **Graduation Date:** June 2016

High School of Archbisho Makarios the 3rd 2007-2010

Gymnasium of Dianellou & Theodotou 2004-2007

Career History

Project Manager/Marketing Executive Studentlife.com.cy Aug. 2023 - Present

MARKETING & SALES **Capsule Skateboards LTD** Mar. 2018 – Aug. 2023

DIGITAL MARKETING TRAINEE **StudentLife Academy** Oct. 2017–Feb. 2018

Projects Included:

Foody Digital Marketing Project

Accepting the project from the CEO of Foody.com.cy, my team took the initiative to develop media and content for the Burger Boss restaurant chain. We then used the content and media to develop a 3-way digital marketing campaign via video, photos and articles.

Experience Earned: Stakeholder Negotiation, Video Production, Media Production, Media Editing, Content Creation, Social Media Advertising, Video Reporting

eArktos Sales Development Project

In collaboration with Webarts agency, my team implemented the Inbound Marketing Methodology to attract and convert online readers to customers of the new online tutoring platform. This was done by redirecting them from social media channels and influencer sites.

Experience Earned: Website Development (Wordpress), Traffic Analysis (Google Analytics), Content Optimization, Influencer Marketing, Inbound Content Creation, Blogging

Bionic Christmas Influencer Project

Our team of 12 was assigned the task of creating a new website which would include an online interactive Christmas guide, making gift suggestions and redirect users to respective e-stores. Our guide included and suggested products provided by Bionic, our key client.

Experience Earned: Guide Development (Wordpress), Mystery Shopping Analysis, Persona Development, Account Management, Catalogue Development, Online Market Research

SERGEANT

Cyprus Army

Nov. 2016–Nov. 2017

Experience Earned: I had a group of 17 people that I had under my supervision. I trained them in various subjects such as how to care under fire themselves and the other soldiers, how to work in groups, to have discipline for themselves and to respect others.

PROMOTION OFFICER AND SUPERVISOR

Fidelio Live

Jun. 2015–Sep. 2016

Experience earned: Depending on the client, my responsibility ranged from direct sales, to raising brand awareness to supervising promotion teams.

Brands Include: Dove, Creta Farm, Kitsios Coffee, Sure Food, Unilever, etc.

SALESMAN

World Ventures Travel Company

Dec. 2010–July 2013

Experience earned: Presenting in front of people. Attending international personal development events in Europe representing the company. Recruiting customers.

BAR MANAGER

Time Lounge Bar & Club

Jan. 2008–Aug. 2010

Experience earned: Accountable for stock and everyday operations of bar and customer service. I was also fully responsible for recruiting, training, and developing bartenders.

Languages

Greek: Fluency and Literacy (Mother Tongue)

English: Literacy and Good level of Speaking

Information Technology Skills

Documents: Microsoft Word, Google Docs

Presentation Tools: Microsoft PowerPoint, Prezi, Wondershare Filmora

Communication: All E-Mailing Services, Slack, Social Media

Marketing Tools: Facebook Ad Creation/Optimization, Instagram Account Mgt.

Achievements

Attendance at various conferences/seminars related to personal development from 2010-2013.

Obtained 1st place at multiple National Judo Competitions in Judo Keryneias team from 2002-2009.

Attendance at ISPO Academy in Munich, Germany regarding Marketing, Psychology of the client and Sales in Feb. 2019.

Guinness World Record Holder at “Most people in a static equilibrium chair exercise”. One of the one hundred fifty people, that managed to balance over 10 seconds at the “Chair Challenge” which was organized by StudentLife.com.cy in Sep. 2019 in Geri, Nicosia.

References

Mr. Tasos Constantinou
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Mr. Theodotos Constantinou
General Manager
Fidelio Live
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