

Vasilis Vavalos

Business & Leadership

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Self-motivated professional successful in seizing viable opportunities for expansion and innovation in business.

I spearheaded TshirtJunkies.co, driving substantial online sales growth through innovative SEO and marketing strategies. My expertise spans from enhancing customer experiences at ASG Group to executing large-scale events, showcasing my adeptness in strategic planning and team leadership. Proficient in Adobe Suite and e-commerce platforms, I excel in turning visionary ideas into tangible successes.



Skills

Business & Leadership: Business Development | Operations Management | Strategic Planning | Revenue Growth | Team Leadership

E-commerce & Digital Marketing: Shopify | WooCommerce | SEO | PPC | Google Ads | Social Media Marketing | Email Campaigns

Event & Project Management: Large-Scale Event Execution | Sponsorship Acquisition | Budgeting | Logistics Coordination

Graphic & Web Design: Adobe Photoshop | Illustrator | InDesign | UI/UX Design | WordPress | HTML & CSS

Financial & Supply Chain Management: Budgeting | Financial Reporting | Cost Optimization | Vendor Relations | Inventory Control



Work History

Feb 2019 - Current Founder & Business Owner

TshirtJunkies.co, Limassol, Cyprus

- Developed strong partnerships with other businesses to allow for collaboration and more significant opportunities for growth.
- Established a successful business by identifying market needs and developing innovative solutions.

- Implemented efficient operational processes to optimize productivity and resource allocation.
- Delivered exceptional customer service by addressing client concerns promptly and effectively resolving issues.
- Built and managed a custom t-shirt business with both a retail store and e-commerce platform.
- Led product development, marketing, supply chain management, and financial oversight.
- Implemented SEO, social media marketing, and paid ads, driving significant online sales growth.
- Developed key operational initiatives to drive and maintain substantial business growth.

**Sep 2007 -
Jan 2019**

Managing Director

ASG Group Of Companies, Cyprus

- Sales & Business Growth: Increased sales of additional services by 400% through targeted training and strategic customer engagement.
- Event Management: Scaled the Limassol Marathon from 70 to 15,000+ participants, making it the largest sports event in Cyprus.
- Digital Transformation: Developed and launched websites, social media campaigns, and custom software, boosting brand visibility and operational efficiency.
- Leadership & Team Development: Managed a team of 300+ employees across multiple departments and locations.
- Customer Experience & Strategy: Improved service quality and introduced operational innovations, enhancing customer retention.
- Frontline Coaching: Trained by Frontline Performance Group as a coach for frontline staff (2016 – 2019), focusing on sales performance, customer engagement, and service excellence.

**Feb 2007 -
Aug 2009**

Junior Graphic & Web Designer

GreenGraphics A.E., Athens, Greece

- Designed highly engaging interactive user interfaces that complied with modern web standards.
- Designed user interface to meet client specifications,
- Optimized website performance with regular evaluations and adjustments to page load times, image optimization, and code efficiency.
- Increased online visitor engagement by incorporating interactive features like multimedia elements, animations, and call-to-action buttons.
- Completed domain name registrations and maintained website and web hosting account.
- Configured templates for clients to easily customize.



Education

May 2007

Master of Science: Digital Communications And Media

Metropolitan College - Athens, Greece

May 2004 **Bachelor of Arts: Graphic And Digital Design**
Metropolitan College - Athens, Greece

★ **Additional Information**

- **Entrepreneurial Mindset:** Successfully built and scaled businesses from scratch.
- **Tech-Savvy:** Passion for leveraging digital tools to optimize business performance.
- **Strong Networker:** Proven ability to build industry partnerships and collaborations.

🚩 **Languages**

Greek: Native language

English

◆◆◆◆◆
Advanced (C1)

German

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Beginner (A1)

🏆 **Certifications**

Jun 2017 Executive Coaching Certification – Frontline Performance Group

Feb 2018 Microsoft Certified, Dynamics 365 Fundamentals – Microsoft.

Mar 2018 Social Media Marketing Certification – Hootsuite Academy.

Apr 2018 Google UX Design Professional Certificate – Coursera/Google.

Sep 2016 Adobe Certified Expert (ACE) - Adobe.

Oct 2016 Google Analytics Individual Qualification (IQ) – Google.