

VASILIKI PLOUMISTOU

Business Development, Marketing and OPS

Detail-oriented and collaborative professional with hands-on experience in business operations, client communication, stakeholder coordination, and event logistics. Comfortable supporting C-level executives, managing multiple projects, and working cross-functionally. Currently using AI tools, agents and GPTs to streamline note-taking and research.

Work Experience

Business Development Assistant Jan 2025 - Present *SpiroChem AG | Basel, Switzerland*

- Supported internal communications, including preparing presentations, taking meeting notes, and coordinating with C-level executives.
- Engaged in business development initiatives; managed client relationships and market research.
- Processed multiple quotations/orders monthly via ERP (Odoo); coordinated logistics and supplier pricing.
- Managed NDA/MSA/CDA contracts; maintained 10,000+ client records in CRM (Pipedrive).
- Organized participation in 6 international industry conferences, handling logistics and marketing materials.
- Handled weekly customer inquiries; contributed to strategic marketing plans driving client growth.
- Support HR in creating a Training & Development flowchart to streamline onboarding and learning processes.

Social Media Marketing Mar 2024 - Aug 2024 *Rituals Cosmetics Enterprise | Amsterdam, Netherlands | Internship*

- Managed daily social media content and influencer campaigns; tracked metrics via Sprinklr/Dash Hudson.
- Analyzed 2 influencer campaigns using Lefty/Dash Hudson; delivered detailed reports.
- Collaborated on cross-functional brainstorming and competitive analyses for strategy improvement.
- Coordinated 5+ person teams in video production projects.

Administrative Coordinator Sep 2021 - Jan 2023 *Pushkin Education Center | Thessaloniki, Greece*

- Managed student schedules, provided updates, supported managerial tasks, ensured clear communication, resolved issues promptly, and coordinated classes.
- Acted as first point of contact for parents and visitors, answering inquiries and managing communication schedules for three managers.
- Handled payment schedules and processed transactions, maintaining accurate records and ensuring timely follow-up with clients.

Core Skills

Executive & Team Support

Skilled in supporting C-level executives and teams with calendar, inbox, and meeting coordination across departments and time zones

Business Tools, Software & AI Use

Microsoft Office Suite (Excel, PowerPoint, Teams), Google Workspace, GPT tools, Otter.ai, Canva, CRM systems, ERP systems, Dash Hudson, Sprinklr

Project & Event Management

Project coordination, operation & marketing logistics, event planning, partner and supplier liaison

Operations & Administration

Supplier management, purchase order handling, invoicing, and CRM data maintenance

Digital Marketing

Social media strategy, influencer campaign management, content creation, SEO & SEM, performance tracking, B2B

Industry Knowledge

Life sciences, consumer goods, luxury and cosmetics sectors

Education

Aristotle University of Thessaloniki
Sep 2025-
MSc Digital Transformation

Rotterdam University of Applied Sciences
Sep 2023 - Oct 2024
MSc Consultancy and Entrepreneurship

Rotterdam University of Applied Sciences
Pre-Master Business Administration

Aristotle University of Thessaloniki
BSc Social and Religious Studies

Languages

English	(fluent)
German	(basic)
Greek	(native)
Russian	(basic)

Certifications

Project Management Foundations

LinkedIn Learning

SEO Foundations

LinkedIn Learning