

VASILIKI PLOUMISTOU

Business Development, Marketing and OPS

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Dedicated and adaptable professional experienced in business development, marketing, and operations. I genuinely enjoy building relationships with clients, conducting insightful market research, and coordinating operation logistics. I am a natural people's person, thrive when collaborating with others, and consistently take initiative to solve challenges.

Work Experience

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

- Supported 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.

Junior Marketing Specialist Feb 2020 - Jun 2020
Elcune | Thessaloniki, Greece

- Conducted keyword research and implemented SEO strategies, resulting in improved visibility and engagement across Instagram.
- Managed daily social media posts.
- Adapted quickly to changing priorities and deadlines.

Core Skills

Digital Marketing & Communications

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

Business Tools & Software

Microsoft Office Suite (Excel, PowerPoint, Teams), Canva, CRM systems, ERP systems, Dash Hudson, Sprinklr

Project & Event Management

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

Strategic & Analytical Thinking

Market research, campaign analysis, performance reporting, strategic planning

Professional Skills

Adaptability, cross-functional collaboration, multicultural communication, attention to detail

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