

Elisavet Maniou

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SKILLS

Growth Marketing, Partnership Marketing, Communication, Problem-Solving, Referral Programs, Co-Marketing, Analysis & Critical Thinking, Attention to Detail, Desire to Constantly Learn, Adaptability

EXPERIENCE

GrowthMentor, US-Remote - Online Mentoring Platform

Marketing & Partnerships Lead

Jan 2023 - Present

- Managed and optimized the **affiliate/referral program**, improving landing page UX and increasing usage and conversions.
- Identified and executed **partnership marketing opportunities** (e.g., communities, events), handling outreach, negotiations, coordination, and the creation of co-branded promotional materials.
- **Organized local community events** to raise awareness, build relationships, and support lead generation.
- Owned the design and operations tracking of **120+ SEO blog posts and website pages**, collaborating across 10+ touchpoints to increase organic traffic and drive a 2.3x growth in paid users.
- Conducted **more than 76 journal interviews** with users, driving content creation and leveraging AI technology to scale operations efficiently.
- **Tracked KPIs and campaign performance** via Excel and Coda, applying insights to optimize user acquisition.
- Led **lead-generation** strategies and set up **email campaigns** to increase awareness and sales by using Apollo, Sales Navigator, and Smartlead.

Khyria, US-Remote - FemTech Digital Solution for Menopause

Marketing and Operations Lead

Nov 2021 - Sept 2022

- **Operational coordination** between users, clinicians, and the product team **to shape the digital therapeutic MVP**.
- Prepared the **educational content, oversaw the recruitment and enrollment processes** for patients participating in the beta testing, and **monitored progression, adherence, and outcomes** by coordinating with the study team.
- **Collected feedback** from the beta testing study, and **analyzed** it to support UX and UI designers.
- Organized and conducted **qualitative and quantitative user research to get patients' and clinicians' feedback**. Set up and hosted user interviews and focus groups with OBGYNs and **15 patients** and user research surveys with **200 patients**. User-research results were presented at the International Menopause Society Conference 2022 and supported product development.
- Led the development and execution of the **marketing and go-to-market strategy**, including Meta Ads and paid campaigns, driving a successful beta launch that acquired 200 users in 2 months
- Led processes, operations, and budgeting for in-app content strategy (**50 new vetted articles in 2 months**).
- Developed and submitted **successful competitive applications (Women's Health Innovation** - finalist among 120 companies, earned partnership with **GSK's** Consumer Healthcare business studio, **McKinsey** Early Stage Investors-100s of companies).

Chronicles Health, US-Remote - *Inflammatory Bowel Disease (IBD) Care Management*

Marketing & Business Development

May 2021 - Jan 2022

- Supported **clinical operations for IBD remote monitoring study** and coordinated patients' visits, and enrollment, prepared study material, and remotely monitored the patients' data adherence.
- Conducted **user research** surveys with **100 IBD patients** to identify unmet needs and challenges to shape the product features (UX and UI designs) and brand identity.
- Led the **market research** and **competitive analysis** to drive strategic decisions and business model innovation (working closely with the CEO and founders).

The Sanguine Lab, US-Remote - *Healthtech Venture Studio*

Venture Builder/Project Manager

May 2021 - Sept 2022

- Performed business concept validation resulting in **2 venture-backed digital health companies** (Chronicles Health and Khyria) demonstrating adept collaboration with diverse cross-functional stakeholders.
- Ran **marketing and business initiatives** to build minimum viable products (MVP) and clinical studies with **patients and clinicians** to test their impact.
- Owned studio's and companies' **web and social media presence processes**.

Feel Therapeutics, US-Remote - *Digital Therapeutic for Mental Health*

Corporate Business Associate

June 2019 - April 2021

- Created **educational and promotional material** for clinicians and patients for the company's clinical trials and **supported the enrollment and recruitment processes** with insurance companies.
- Conducted **market research** on potential partners, competitors, clients, and investors and shared insights with the CEO and Business Development team for **go-to-market and regulatory strategy**.
- Supported **fundraising roadmap** and material creation to detect and reach the most appropriate venture capital companies and key partners leading to raising a \$4.5M seed round.
- Planned, developed, and monitored **events and competition applications** by diving deep into product innovation.

EDUCATION

Athens University of Economics and Business, Greece - *B.A. in Management, Science & Technology*

Sept 2013 - Sept 2018

Major in e-Business, Innovation and Entrepreneurship, GPA: 7.4/10

Åbo Akademi University, Finland - *Erasmus Program*

Aug 2016 - Dec 2016

Social Sciences, Business & Economics

CERTIFICATIONS

- Digital Marketing Camp 2019 by Google and Kariera (40 hours)
- Grow Greek Tourism Online 2019
- Changemakers, Self-Coaching for Youthworkers and Young Social Activists, 2016, Training Course

LANGUAGES

Greek: Native Speaker | English: Proficiency (C2) | Spanish: Basic